



THE COIN MACHINE REVIEW

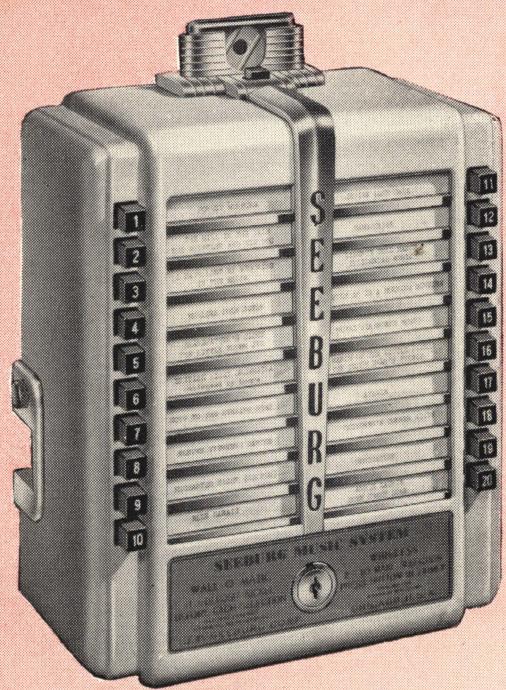
April
1946

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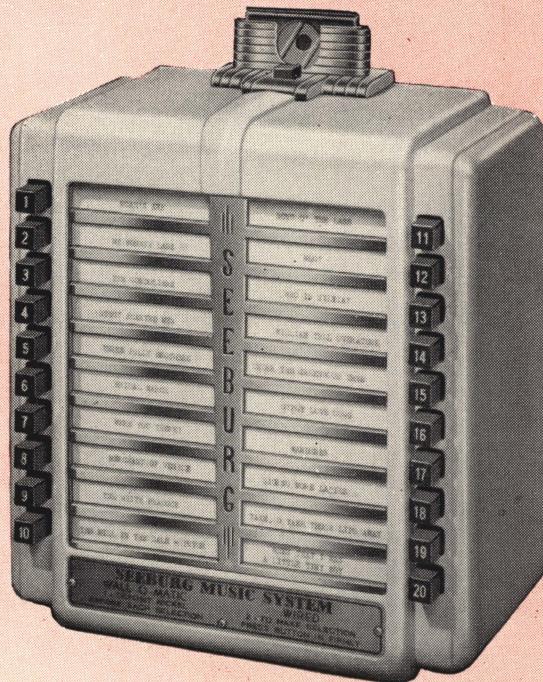
SEEBURG 3-WIRE REMOTE CONTROL

A streamlined non-breakable case! The program holder is evenly illuminated. Chrome trim frames each title. The mechanism is readily accessible by unlocking the front of the case. The ejector mechanism and the coin chute is one assembly and is serviced by removing a single screw. Operates on 24 volts. Height 8 7/8", Width 8 1/2", Depth 4 3/16".

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Seconds of Magical Science!
- THAT GIVE THE PUBLIC GREATER VALUE AND SERVICE
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COIN
MACHINE
REVIEW

3

FOR
APRIL
1946

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Gentlemen:

Please send me information on *PHOTOMATIC and other
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MILWAUKEE see
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COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

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IT'S ROCK-OLA FOR 1946

KEENEY BONUS SUPER BELLS

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**THE FINEST MERCHANTISER
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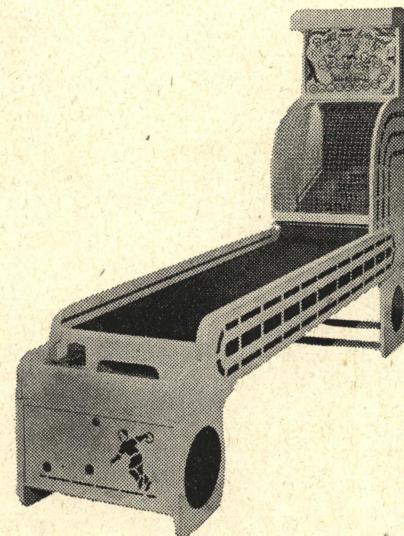
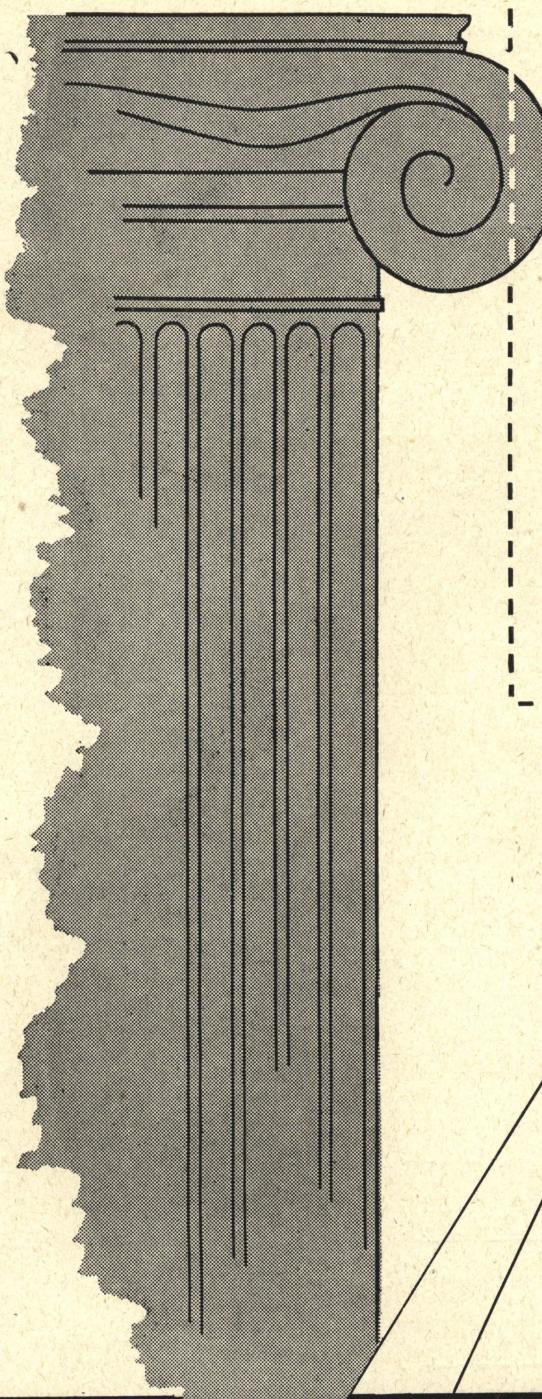
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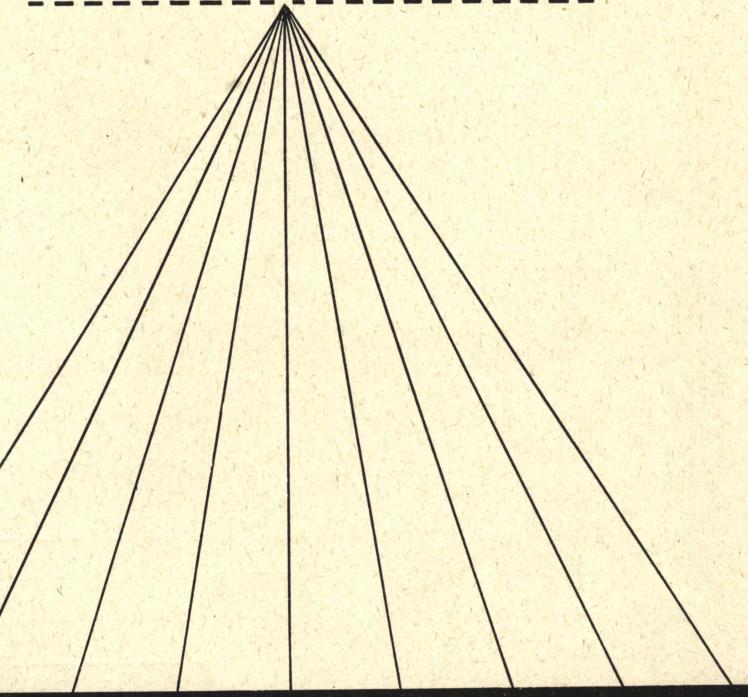
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by coin machine specialists... easy to operate
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to all operators... Mechanical SIMPLICITY

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is a feature that will always be a MUST in
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Fastest five-ball novelty game ever built. Pick this WINNER, packed with all the elements of a MONEY-MAKER. High scores, last-minute suspense, flashy, colorful, simple mechanism. Make a date with sparkling SURF QUEENS.



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Sensational One-Ball Multiple FREE PLAY, with changing odds, mystery selections, win, purse, show awards, NEW DAILY DOUBLE FEATURE, and other collection-boosting features. Push your profits to a new all-time high with VICTORY SPECIAL. NOW DELIVERING!



COIN
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FOR
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PAUL A. LAYMON

DISTRIBUTORS FOR BALLY MFG. CO. IN CALIFORNIA, NEVADA,
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LOS ANGELES 15, CALIF.

The Award Winner For 1946!

— NOW SHOWING —
SUPER

JENNINGS DE LUXE CLUB CHIEF

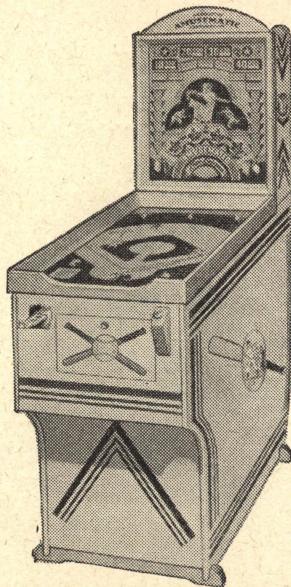
With An All-Star Cast:

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4. Custom Built
5. 1-Cherry Pay
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THE BIGGEST NAME IN COIN MACHINES

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1946

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LITE
LEAGUE
No Pins
No Balls
No Plungers
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NOW DELIVERING
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F.O.B. CHICAGO



New BUCKLEY BOXES Soon

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Bally VICTORY SPECIAL

Bally VICTORY DERBY

Bally UNDERSEA RAIDER

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THE COIN MACHINE REVIEW



APRIL, 1946

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and Publisher; Clarence G. Beardslee, Assistant to the Publisher. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENTRAL 1112; NEW YORK OFFICE (17): Ralph R. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: \$2.00 for 3 years—minimum term accepted; 50c per copy.

Hot Dog Vendor Unveiled in N.Y.

NEW YORK—Electronic heating continues to make the news and the first automatic vending machine using electronic heat was recently put into operation here.

The machine, serving electronically cooked hot dogs, was installed, as a test, at the W. T. Grant store on East 14th Street. Plans call for twenty additional test installations in Chicago.

Hot dogs are wrapped and sealed in sanitary cellophane bags before being placed in the machine. Temperature in the machine is kept below 45 degrees F. When a coin is inserted, the sandwich is thoroughly cooked by means of an electronic coil which raises the temperature so that, at the time of delivery, a heat of between 170 and 180 degrees is obtained. The entire operation is visible to the customer through the front panel of the machine.

Coin slots of the machine receive either two nickels or one dime. This allows for a possible five-cent increase or decrease in price.

At present the machine holds about 180 frankfurters. Machines to be placed on location are scheduled to have a capacity of from 300 to 400.

(See **DOG VENDOR**, Page 12)

On the Cover - - -

The treat on this month's cover is one of the vivacious lovelies that make Quality Pictures such favorite film subjects in coin-controlled devices. Posed especially for **THE REVIEW**. Eleanor Levoy is being featured in a series of interpretive South Sea dances as part of a program reel about to be released by Quality Pictures.

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Mangan Reveals Benefits of CMI Membership Participation

By James T. Mangan

Every coin machine operator should belong to the official association of the industry, Coin Machine Industries, Inc. CMI is inviting you to join by paying twenty-five dollars for an associate membership. I know this is a good thing, and you know this is a good thing, but, as is the case with many good things, all of us are inclined to procrastinate. Don't procrastinate with this membership. Write out a check for twenty-five dollars; make it payable to Coin Machine Industries, Inc., Room 508, 134 North LaSalle Street, Chicago, and send it in today. Make a notation on the check that it is for twelve months' dues in the association. This will make you an Associate member of the official coin machine association, with a voice in the deliberations and the decisions that so affect you and every other operator in the industry.

On receipt of your application and check the Association will send you an engraved certificate certifying your membership. This is something that you will be proud to frame and hang on the wall of your office, thereby announcing to the world that you are proud of your connection with the coin machine business and that coin machine business, in your opinion, is the greatest business of all.

Several hundred operators have answered the recent appeal of industry leaders to take out these memberships, and the association will not be satisfied until every operator in the United States is an official member. All money thus collected will be used for legal, propaganda and public relations work in behalf of each individual member and also in behalf of the entire industry.

As you know, Coin Machine Industries, Inc. is the association that holds the annual coin machine show in the Hotel Sherman, Chicago. This annual show is the highest point in the whole coin machine year for everybody in the business because at the show you are able to see the offerings of every manufacturer and receive an education in new merchandise and in the advanced developments that mean so much to your earning power. As a member of the association you will have certain rights

and privileges that non-members, even though they are bona fide operators, will not enjoy. Naturally you will be remembered by the association office if there is any possible way to help you with accommodations in Chicago. The official membership list of the association, which cooperates with all of the Chicago hotels used when the annual show is in progress, will be sent to these hotels in advance of the show, with the recommendation that members' reservations be given special attention. As plans now stand, Coin Machine Industries, Inc. has a definite reservation for the coin machine show of 1947, to be held the first week in February in Hotel Sherman, Chicago.

Your twenty-five dollar check mailed in now will be your pre-payment of twelve months' dues and will be assurance that you will be an official member of Coin Machine Industries, Inc. during the term of this next show. The show will undoubtedly be the greatest ever held, and special prestige and honor will accrue to you as an official member of the association.

Many operators, in sending in their twenty-five dollar payment of twelve months' dues, have dedicated their membership to special friends of theirs who are manufacturers or key men in the coin machine factories. In many cases, the operators have sent their twenty-five dollars to the factory with the instruction that it

TURN PAGE

**WANTED TO BUY
ALL TYPES OF
SLOT MACHINES**

REGARDLESS OF AGE OR
CONDITION

PARTS ALSO NEEDED. BRING
OR SHIP THEM IN.

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.
Adams 7688

COIN
MACHINE
REVIEW

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FOR
APRIL
1946

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

be relayed by the factory to the CMI offices. Every manufacturer in this business will be thrilled to hear that you, as one of his customers, are joining CMI. It would be a nice gesture if you would either send your check direct to your personal friend in the factory, with the suggestion that he relay it to CMI offices, or if you sent it directly to Coin Machine Industries, Inc., and state that you wish to dedicate your membership to some special friend of yours in the industry. Jim Gilmore, Secretary of the association, will be sure to phone your friend or write him a nice letter and let him know that you have made this dedication to him.

Nearly all the leading manufacturers and distributors have already joined the association, and have urged all of their customers to do likewise. Your membership will mean that you are behind the association all the way, will prove that you believe in the coin machine business, that you believe in the axiom "In union there is strength," and most of all will show the factory from which you purchase your equipment that you are serious in supporting them and their association in the vital industry-building work ahead.

Distrib. To Build

JACKSONVILLE, Fla.—Florida Automatic Sales Corp., with offices in Miami and Tampa, has broken ground for a new building at 60-70 Riverside Avenue in this city. Plans call for a one-story structure of modernistic design to be built at an estimated cost of \$35,000.

The corporation is headed by Lee J. Rubinow, president, of Miami. In the Jacksonville office, W. H. Wedekind is sales manager and M. J. Stevens is service manager.

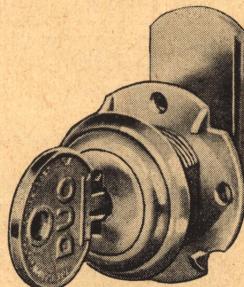
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- "Under-the-rug" methods of protecting coin boxes are fast going out of the coin machine field. DUO LOCKS have played a big part in this trend . . . here's why!
- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- and, in addition, you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines . . . yet you get maximum protection.

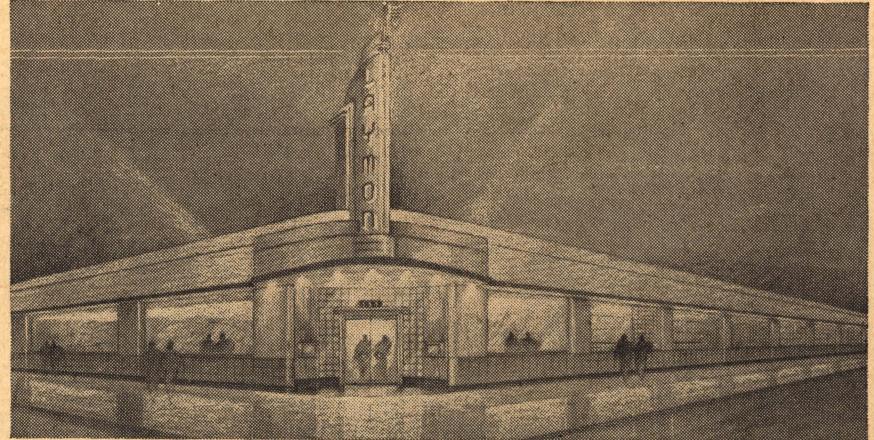
Write for complete information!



ILLINOIS LOCK COMPANY
804 South Ada Street



ILLINOIS LOCK COMPANY
Chicago 7, Illinois



Artist's conception of the new jobbing and distributing establishment to be built soon for Paul A. Laymon, at the corner of Berendo and Pico in Los Angeles.

Laymon Ready To Build

LOS ANGELES—Plans are in readiness for the construction of the new Paul A. Laymon jobbing and distributing building in Los Angeles and just as soon as materials are available the sound of hammers will resound in the neighborhood of Pico and Berendo.

New building will be modern in every respect and incorporate a lot of new and different refinements. Lounges for men and women will be provided and the entire interior air-conditioned. Building will be of concrete steel construction and a hoist will be provided to lift equipment to truck levels and thus eliminate lifting and straining in loading machines. Ample parking space will be provided in the rear for cus-

tomers.

Laymon intends to distribute automatic phonographs and accessories as well as a complete line of coin-controlled equipment of all types. A "second-to-none" repair and refinishing department is also planned for the new building.

DOG VENDOR

(Continued from Page 11)

Invented by Harry C. Weiner of San Francisco, the machine is patented and the patents are held by American Invention, Inc. Radio Chef, Inc. has been assigned the use of the patents and has contracted with the Aireon Manufacturing Co. for the production of the machine. Machines will be sold to distributors and operators through Radio Chef, Inc. (Empire State Building in New York; Jackson Boulevard and Racine Avenue in Chicago) and the Lewart Corporation in Los Angeles.

M. B. Price, president of Radio Chef, says that the machine is designed for many uses. Other types of hot foods and sandwiches may be served so that a battery of machines can be used in one location. Profitable locations should be factories, transportation terminals, recreation centers, stores, service stations, schools, offices, etc.

The untouched-by-human-hands cooking process assures complete sanitation and should meet with customer approval. Another advantage is the full retention of natural juices and flavor with an absence of grease and odors.

Mother: "I think our daughter has a one-track mind."

Father: "Yes, and the train on it is a trooper train."

"Charlie sure acts hard-boiled lately."

"Well, he ought to. His wife has kept him in hot water for the last two months."

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to Buy
COIN WRAPPERS, COIN
CHUTES and SUPPLIES
3, 6, 7 1/2, 10, 15 Amp
Fuses, etc.

SEE
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IT'S TREMENDOUS AS A MONEY-MAKER
and **LEGAL EVERYWHERE**



Sensational
ROLL-A-BALL
Barrel Roll

THE SKEE BALL ALLEY

WITH THE PLUS  **Thrill Skill**
FEATURE
REVOLVING BARREL

not just another skee ball alley . . .
It's the greatest income producing
LEGAL GAME ever manufactured.
And that has been proven where the
proving means most . . . on location.
Hundreds of BARREL ROLLS are now
in operation throughout the nation
nabbing nickles . . . fast. Get Your
Share of This Gravy. ORDER YOUR
BARREL ROLLS TODAY!



FEATURES

Thrill Skill Revolving Barrel

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less • Giant Cash Box • Simple
Assembly • Flashy Colored
Backboard Lite-Up • 9½ Ft. Long
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FOR
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American Readies Vendor

DETROIT—Joseph Grum, president of American Vending Corp., announces the establishment of a plant at Kansas City, Kansas. Headquarters for operations will remain in Detroit with the Kansas City plant being used for production operations only.

American Vending is a new firm formed to serve as the parent organization of the American Designing & Engineering Co. of Detroit. Last named organization will function as the engineering department of American Vending.

The firm is planning to produce a two-column vendor for candy, packaged gum, peanuts, cookies, or other packaged products of a similar size and price. According to Grum, a special feature of the new machine is the construction of the coin chutes and delivery mechanism, each of which operates independently of any mechanical disturbance in the other.

R. A. Dahlstrom, designer of coin-con-

trolled devices, is the sales manager for the firm. National sales will be handled by Sam Kogen of the Illinois Mechanical Sales Co.

Surf Queens Arrive

LOS ANGELES—Deliveries are now coming through on Bally's first post-war novelty game, Surf Queens, according to Paul A. Laymon, Bally distributor for Southern California.

"Bally's expanded plant facilities and streamlined assembly methods permit the production of three games, together with the Undersea Raider target game," said Laymon. "Surf Queens combines tried and tested novelty features with several new high-score ideas that will bring the slowest novelty spot back to life in a hurry. The game is especially strong on the 'come-close-try-again' appeal that insures plenty of repeat play. Back-glass, play-field and cabinet rank among the most colorful and attractive ever produced by Bally."

R. A. Dahlstrom, designer of coin-con-

Industry to Profit By New Air Service

SAN FRANCISCO—Speculation is rife in this city about the opportunities opened up for coin machine men by the new 9 3/4-hour daily Clipper service from San Francisco and Los Angeles recently inaugurated by Pan American World Airways. The consensus seems to be that distributors and operators will be able to use the service to marked advantage.

Operators in Hawaii will be able to visit the Mainland, make purchases and return to the Islands in about three days. This is in contrast to a trip of about five days each way by steamship. The Mainland is brought closer to the Hawaiian operator by air travel, and it will no longer be the operator's problem to wait many days for the arrival of important machine replacements to put equipment back to work.

Operators will be able to wire for parts one day and receive them by air express the next. Music operators will be able to get hit records days sooner than if records were shipped by steamship and will thus proportionately increase their earnings on numbers much in demand.

Equal advantages are offered the distributor. Under the low rates, samples of new models can be flown to the Islands at a cost of only a few dollars more than the cost of shipping by steamship. The rate per pound is somewhat higher by air but this is offset to some extent by the fact that air cargo can be packed in heavy cardboard rather than the heavy wooden crates required for steamship freight.

The new Clippers will make the trip in almost half the flight time often required for the flying-boat time. Fares have been cut from \$278 to \$195 one way, and the round trip is down to \$350.

By the end of this year Pan American expects to add larger and faster planes, slash its fares still further, and reduce the flying schedule to 8 1/2 hours from the West Coast to Honolulu. The air line then will be equipped to carry 116,800 passengers a year—exceeding by more than 50,000 passengers the total volume of traffic between the Islands and the Mainland by both air transport and surface shipping before the outbreak of war.

These thousands of visitors to the Islands all will be potential patrons of coin-operated machines. Increased travel will make for profitable operating and will provide opportunities for additional operators to supply and service machines for the travelers.

There seems to be little doubt but that with inauguration of this air service the postwar development of travel and commerce between Hawaii and the Pacific Coast will be greatly hastened. This development should prove in a very short time a boon to operators and distributors of all types of coin-operated machines.

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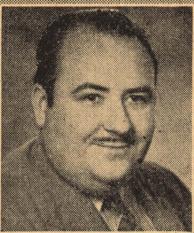
Complete facilities for rebuilding and repairing all types of slots. Our Shop will turn out your job to your complete satisfaction. We invite your trial order.

Oxnard Novelty Company

— JOBBERS AND DISTRIBUTORS —

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Trade Talk

by

PAUL W. BLACKFORD

By this time most every operator in this business has had an opportunity to find out just how the new equipment will be priced and many have retreated slowly to some private corner and sadly uttered "Oh, My!"

We'd rather not be classified as one of those "I told you so" individuals but it is

true that all during the war years we admonished operators to build up a healthy reserve for post-war equipment would command a likewise healthy price and it seems our prediction is coming true with a bang! Luckily most operators did create a reserve for machine replacement but when

it comes to putting cost factors and operating expenses down in black and white they just don't balance up properly with past operating percentages.

What's the answer? The operator can absorb this increased equipment cost and reduce his way of living and income, or he can, and should, rightfully pass it on to the location and the patron of the equipment. These are unusual times and no one is seeking bargains or quibbling on prices provided there aren't any gross overcharges in evidence. Therefore the time has arrived for operators to adjust location percentages to meet the new scheme of things. As providers of brand new equipment that will be responsible for substantial earnings for the location, the operator is not out of line in adjusting his percentages to the point that he receives that which has rightfully been his all these years. Cut-throat competition just can't flourish under present conditions and operators should gear their future operations to show the proper profit and provide for early replacements.

We were talking to an operator a few days ago and the subject of equipment cost came up and we asked this veteran operator just what he thought about the proposition. "Nothing to it," said he, "I've merely adjusted my location contracts to take care of this change in equipment costs." This operator is currently signing up spots for a new phonograph which will cost him around \$850 delivered. His location deal stipulates that he gets the first \$10 and the location guarantees a minimum to him of \$20 per week. And he is signing them up on location contract agreements and hasn't had a complaint or turn down on any of his spots.

Same holds true on other types of coin-controlled equipment. We talked with an operator recently who told us he was placing cigarette machines, candy vendors, and bulk vendors of various kinds of nuts, on an accommodation basis with no percentage whatsoever to the location. All of which bears out our remarks that these are really "unusual times."

Boil it all down and it simply means that the golden days of operating are here right now and it behooves the operators to "put their house in order" and establish commission practices they would like to see continued in the competitive years to come. These months can be developed as a criterion for the years ahead by simply practicing today the practices you would like to see continued from now on.

Hundreds of operators use location agreements effectively in their relations with their respective spots. Not necessarily to hold locations to strict and unfair cooperation, but rather to show just what each is expecting of the other. In this issue we are publishing a very comprehensive study of location agreements. We suggest you study it carefully for it may give you some worthwhile forms to use in your operations.

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#1 Your Mills Escalator Machines

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PLUS PARTS

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and placed in a beautiful new
AMERICAN CHROME CABINET
choice of Gold, Silver, Black Chrome

This includes complete factory reconditioning of your present Mills Escalator Type Machines to look and operate like NEW and placing them into one of our BRAND NEW Chrome Cabinets for only \$69.50. Your mechanism will be overhauled. Includes these new features: knee action, unbreakable jackpot glass, club handle, metal reward plate, drill proofing, etc. **VERY PROMPT DELIVERY!**



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MOTOR DRIVEN MODEL

is also available. Machine is same mechanical construction as machine illustrated, except motor is added. Model DE will count over 1800 coins a minute. Extremely simple to operate. Weight 25 lbs. **\$23850**



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Ruling Hits Games

LANSING, Mich.—All pinball machines and gambling or gaming equipment of any kind must be removed from all taverns and other places where alcoholic beverages are sold, according to the state liquor control commission of Michigan.

The order affects hundreds of locations, including drug stores where wine and beer are sold, state officials declare. The new liquor control order also bans all "slot machines, miniature bowling, baseball, football, golf or hockey machines, skeeball machines, shuffleboards, baffleboards, dart games, punch or pull boards, dice games or any gambling or gaming devices, machines or apparatus, or gambling or gaming of any kind."

"The presence of any such device, machine or apparatus upon the premises shall be conclusive evidence of a violation of this rule," the order states.



Lou Soklove poses beside his "proud beauty" which is none other than Pioneer Coin's new Smiley now establishing new sales records around the nation.

Smiley Sweeps Country

CHICAGO—The first brand new post-war, legal counter game has taken the country by storm, according to Lou Soklove, general sales manager of Pioneer Coin Machine Co., manufacturers of Smiley, who has just returned from a 10,000 mile trip appointing various distributors.

Orders were booked for thousands of machines and Soklove is ready to embark on a trip through the Central West and North East. "Smiley will pile up the dollars," says Lou, "for it incorporates many new and unique features."

Moss Back At Atlas

CHICAGO—Captain Philip Moss has returned to Atlas Novelty Co. after serving with the Army Air Force. Moss flew a C-54 for the Alaska Division, A.T.C. and spent approximately 2500 hours in the air. Most of his work consisted of coordinating lend-lease activities with the Russians. He delivered many planes to the Russians during the siege of Stalingrad.

Eddie and Morrie Ginsberg announce that Moss will cover the Iowa territory from his office in Des Moines and a Grand Opening will be held soon.

SUSPENSE

IS SWEEPING
THE COUNTRY

●
A SENSATIONAL

NEW GAME

by HARRY WILLIAMS

WE ARE NOW TAKING
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Grater Opens In Oxnard

OXNARD, Calif.—Oxnard Novelty Co. is the name of a new jobbing and distributing organization formed here and to be owned and operated by Margaret C. Grater, William J. Grater and Joseph A. Grater.

Firm is currently located at 248 Palm Drive but plans have been drawn up for a new 50 by 100 foot building which will be under construction shortly. It will be located on the main boulevard and will have a complete repair shop, paint and refinishing department, slot repair and rebuilding department, offices and display room.

Joseph Grater has been operating for a number of years and states "Oxnard has grown from a small country town of 9,000 to a population of over 20,000 and is the leading city in Ventura County. Our nearby Port Hueneme ranks second in shipping from the West Coast during the war, and we believe a big future is ahead for Ventura and Santa Barbara counties. We intend to expand and develop our jobbing and distributing activities and serve the operators in this area in the years ahead."

Karnofsky A Pappy

SEATTLE—Louis Karnofsky, REVIEW newshound on the Seattle beat for the past 8 years, became a proud daddy on February 20th with the arrival of Jewell Lew, 5 lbs. 12 ounces at 4 a. m. Karnofsky, in the service for more than three years, became a civilian through receiving his honorable discharge at 3 p.m. on the same day.

WANTED TO BUY FOR CASH

Last chance to get high
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Clover	\$20.00	Sky Ray	\$25.00
Dixie	20.00	Snappy	35.00
Do Re Mi	60.00	Sports Parade	40.00
Double Play	60.00	Sporty	15.00
Duplex	60.00	Stars	60.00
Four Diamonds	25.00	Star Attraction	35.00
Jolly	15.00	Stratoliner	35.00
Knockout	75.00	Sun Beam	60.00
Leader	60.00	Twin Six	20.00
Legionnaire	35.00	Velvet	30.00
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BRAND NEW LEGAL COUNTER GAME



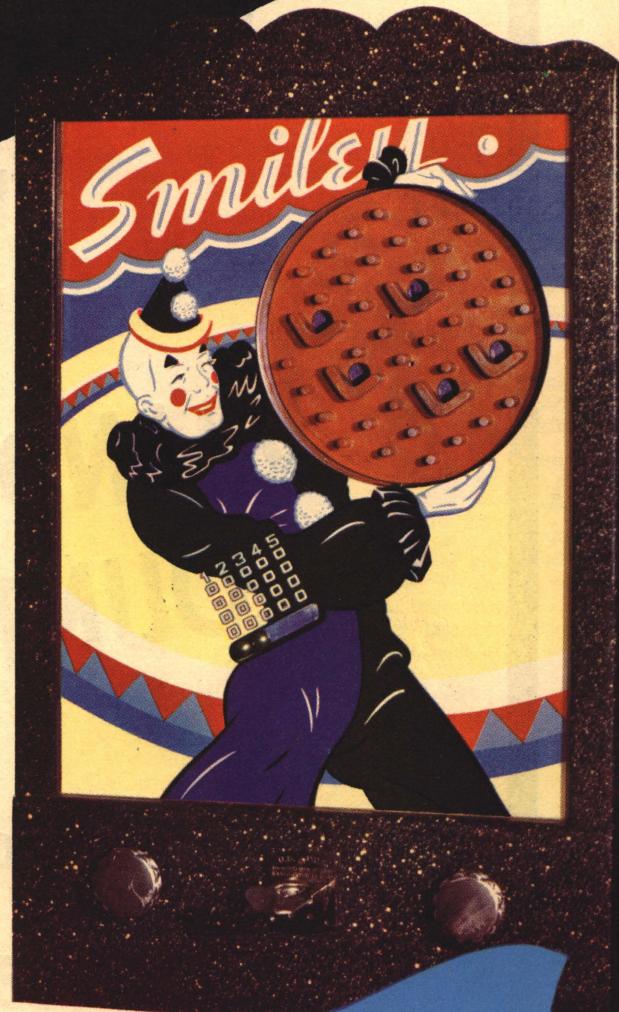
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Here is the game with real "appeal" that you've been waiting for . . . brand new, legal counter game . . . first post-war game that is completely NEW throughout . . . delivery — now — when we receive your orders.

"Smiley" is an upright five ball counter amusement game built for penny or nickel play . . . pure amusement with skill feature . . . legal anywhere, good for closed territory . . . cabinet is wood, attractively designed with eye-appealing colors . . . simple machine to operate high score 10,000 to 50,000 . . . dimensions: 25½ inches high by 15½ inches wide by 8 inches deep . . . a sure-fire hit.

Choice of large variety of colors to fit color scheme of any location

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Legal Anywhere

"Smiley"

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Fits any closed territory**

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"Pioneer" will Pioneer

Location Contracts Vital To Successful CM Operation

Throughout the years that the coin machine industry has been in existence there has been much argument pro and con about the use of contractual agreements between operators and location owners. Such agreements have gradually come into general use, although the provisions contained in the agreements differ widely. Furthermore, many operators would not do business without such agreements, while others flatly state that no agreement will hold an ounce of water.

It would be hard to find an operator who can go into a distributor's or jobber's place of business, purchase several hundred dollars worth of equipment on a time payment plan, and not sign some kind of agreement. Yet many operators, having legally obligated themselves to a jobber for hundreds or thousands of dollars, will place this valuable equipment in a location owner's place with nothing more than a **verbal promise** that the equipment will be allowed to operate without interference so that it can pay off its cost and return a fair profit.

Such unbusinesslike proceedings are probably not to be found in any other part of the business world.

Of course where an operator has had equipment at a location for a long time, and operator and location owner have proved to their mutual satisfaction that they can do business under only a "gentlemen's agreement," a written contract may not be advisable. In fact, in such a case, request for execution of a written contract might be offensive to the location owner and destroy the goodwill that has been built up over a long period.

By and large, however, it is a normal business procedure for an operator to have a written agreement with the location owner. This is especially true for operators placing equipment in new locations and for operators acquiring through purchase locations already established.

Contracts between operators and location owners, as used throughout the country, bear many names, such as "location agreement," "location contract," "agreement," "agreement and lease," etc. But whatever the name, the purpose of the contract is to protect the operator's equipment, business, and goodwill, and to insure to the location owner a source of additional revenue and a facility for his customers' enjoyment, benefit, or convenience.

Some of the contracts in use are slipshod affairs, practically nothing more than

crude receipts. But the majority are contracts which have been drawn up in legal form. These are comprehensive documents covering most of the factors involved in installing and operating equipment at a location, and setting forth the rights and responsibilities of operator and location owner. All cover the important point regarding discontinuance of use of the equipment. Inasmuch as either the location owner or the operator, for various reasons, may no longer wish to have the equipment on the location, this part of any contract should be carefully worded.

The location agreement, as is only just, provides protection for the location as well as for the operator. For example, with the present shortages of coin-operated machines, it is more likely that the operator will install the first new equipment that reaches the market at the location where he has a written agreement. It is an established fact that new equipment brings higher returns and causes customers more satisfaction than old equipment. Thus by receiving the newest and best, the location with an agreement profits.

The location holding a written agreement also has the advantage of protection against pressure groups seeking to have the equipment removed from his place of business or seeking to have the equipment replaced by an operator that the group favors for selfish reasons. An operator in a West Coast city, for example, recently became involved in a dispute with a local labor union which threatened to put the operator out of business if he did not accede to the union's demands. It happened, however, that the operator had written agreements, which were ironclad in any court of law, with all his locations. And it developed that regardless of the merits of the dispute between the union and the operator, the location was able to keep the equipment without hin-

drance and without loss of revenue.

Without these agreements, the locations in this example could have been forced to discontinue use of the operator's equipment. And had the agreements not been ironclad, a location might have been persuaded to serve the pressure group's purpose by disconnecting the equipment so that it would be as useless as though it had actually been removed from the premises.

The location agreement places the location under contract to fulfil his part of a bargain made with the operator of machines. The existence of such an agreement stops an unscrupulous operator from buying a location that turns out to be one of the better spots after a legitimate operator has pioneered the location.

The legitimate operator does the initial work on a new location. It may be work that requires much selling, resourcefulness, judgment, and the expenditure of much goodwill and time. At length he installs his equipment at the new location. He is taking a chance that the location will show a just profit. Suppose that he puts in a new machine at a cost of \$700 with ten wall boxes at a cost of about \$40 each. With his installation and labor costs, he will have invested a total of about \$1200. The machine is operated on a 50-50 basis with the location. Let us say that this location turns out to be a \$50 a week spot. The operator's income is \$25 a week gross. From this gross must come the cost of records, needles, transportation, service, etc. The net income from the location therefore is very modest.

Now assume that this operator does not have a written agreement with the location and an unscrupulous operator decides to take over the spot. He goes to the location owner and makes him an offer—it may be a new hat, a diamond ring, a grand piano. Or, if the "muscle man" is really hot he may offer to pay for a liquor license, or give the location much more than 50 per cent of the gross of the machine.

If the location falls for the proposition, he leaves the legitimate operator at the tip end of the proverbial limb. The operator suffers a loss of time for installing the equipment and he is burdened with

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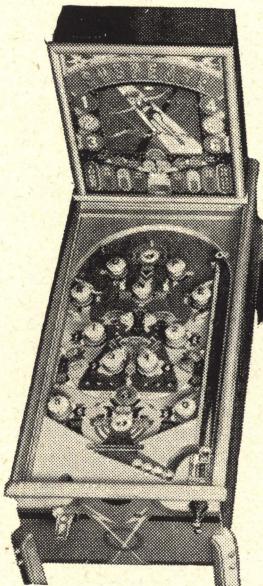
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- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

ORDER FROM YOUR JOBBER
OR A WILLIAMS REGIONAL
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the cost of the equipment. Of course, he can probably find another location after some delay (while he still is having to meet payments on the equipment). But the chances are that he will be forced to make haste and will place the equipment at a second rate location that will take much longer time to pay back his initial investment. All this trouble and loss could have been prevented if the operator had had enough ordinary business sense to execute a location agreement that would provide legal protection for his investment and business.

In the interests of protecting operators, some distributors and jobbers furnish their accounts with printed forms of location agreements covering practically all types of coin-operated machines. It is suggested to the operator that he take this agreement to his location and fill it out at the location, meanwhile explaining that its purpose is to protect the location and the operator against unscrupulous practices.

The operator points out to the location owner the large installation cost that he is incurring and explains that he cannot afford to bring in several hundred dollars worth of equipment with the possibility that it will be moved out in a few weeks by someone with what on the surface appears to be a much better proposition. He also explains that when the unscrupulous operator offers larger percentages and other inducements, his cost of operation will be the same as the legitimate operator's and that therefore he is going to get the difference out of the machine one way or another.

Many operators insist on a cash transaction at the time the location agreement is signed in order to strengthen its legality. Some operators pay the location

the sum of one dollar and obtain a receipt, which is attached to the operator's copy of the agreement.

There are two general types of location agreements. One is an agreement that the location owner permits the operator to place machines at his establishment and pay a stipulated commission. The other is actually a lease, whereby the operator either rents space or leases and hires the right and privilege and placing, maintaining and operating specified equipment for a certain period. Examples of the two types of agreements accompany this article.

Both types of agreements have proved adequate in courts of law, but the idea of renting space probably gives more protection to location and operator. By renting space, the location is protected from liability for any unpaid licenses and sales taxes. Some operators promise to pay the licenses and taxes, but fail to do so, thus imposing an unexpected expense on the location. In addition, if approached by an unscrupulous operator wishing to drive out the legitimate operator, can point out that not only has he given the operator permission to operate his machines on the premises but also has rented all available space to the legitimate operator. The operator, in turn, is in a position to interpret the agreement as allowing him a certain amount of space which is his own—for purposes, of course, as specified elsewhere in the agreement.

In conclusion, no operator should hesitate to request a written agreement with a location. The location has doubtless signed contracts for other services and equipment at his place of business, many (such as water, light, gas, laundry, etc.) involving much smaller sums of money than the coin-operated equipment. A number of expertly drawn agreements are avail-

able through operators' associations, jobbers, distributors, and manufacturers. And most large operators are willing to permit other operators to copy their agreement forms.

Operators usually find that the execution of a location agreement establishes them in the eyes of the location owner as businessmen, not as amateurs. The mere fact that there is such a businesslike arrangement is an assurance that the relation between location and operator will continue on a basis of mutual cooperation and understanding.

Reproduced below is an example of a location agreement whereby the location owner permits the operator to place coin-operated machines at his establishment and pay a stipulated commission.

AGREEMENT

This agreement, made this day of 19....., by and between of hereinafter referred to as the "Operator," and of hereinafter referred to as the "Location."

In consideration of ONE (\$1.00) DOLLAR and other valuable considerations, we agree that:

1. The Operator is to rent certain specified areas about the premises of the Location for the sale of (type of machine).

2. The Operator will pay by monthly check, a rental equal to per cent on all sales made through his machines.

3. The Operator will hold Location harmless from any damages or loss arising from action by the City Government because of the granting of this permission to use its premises for the said machines.

4. The Operator will pay all licenses and taxes in connection with sales through his machines.

5. The Operator will observe all OPA ceiling prices.

6. The Operator will furnish public liability insurance protecting both parties to this agreement.

7. The Operator will absorb all losses due to spurious coins.

8. The Operator will carry his own Fire and Theft Insurance.

It is further agreed that the Location will render such co-operation as they may be able to provide to prevent damage to the machines.

It is further agreed that the Location may terminate this agreement and ask for the removal of the machines from its premises on days' written notice.

It is further agreed that the Operator may remove his machines from the premises of the Location on days' written notice.

It is further agreed that Location will not permit removal of Operator's machines from its premises by anyone except an authorized agent of the Operator, or be

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Arcade Equipment
RAY GUNS
or CONSOLES?**

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

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liable for costs of same.

This agreement is binding for one (1) year from date hereof, and from year to year thereafter until cancelled.

(Name of Company)
By: _____ (SEAL)
"Operator"
By: _____ (SEAL)
"Location"

Following is the second general type of location agreement, mentioned in the accompanying article, which is actually a lease. By this agreement the operator leases and hires the right and privilege of placing, maintaining and operating specified equipment for a certain period.

AGREEMENT AND LEASE

THIS AGREEMENT OF LEASE, made this _____ day of _____, 19_____, by and between _____ of _____, hereinafter referred to as the LESSOR, and _____ of _____, hereinafter referred to as the LESSEE:

WITNESSETH: That the Lessor does by these presents lease and demise unto the said Lessee, and the said Lessee does hereby lease and hire from the Lessor the right and privilege of placing, maintaining and operating for a period of _____ years, from and after the date hereof, a certain automatic machine, equipment and accessories, identified as follows:

in those certain premises known as No. _____ Street, in

(City or Town) (State)

Such leasing and demising is in consideration of the payment by the Lessee to the Lessor of the money hereinafter mentioned during the said period.

It is understood and agreed between the Lessor and Lessee as follows: The Lessee will, if and when the proper wiring and sockets are installed in accordance with building regulations and ordinances applicable to such installation (in case such operation is necessary), install, at his expense, _____

(number) (type of machine) in said premises above referred to, said equipment to remain the property of the Lessee. Said equipment is to be operated by the deposit of a 5-cent coin for each sale, and all money deposited therein become the property of the Lessee.

The Lessee agrees to pay to the Lessor weekly a commission or rental of _____ per cent of all moneys so deposited in said machine each week over and above the sum of _____ Dollars (\$.....), it being understood that no commission or rental whatever will be paid to the Lessor unless the collection or amount deposited in said machine each week exceeds the said sum of _____ Dollars (\$.....).

The Lessor shall not be required to bear any expenses of operating said machine, except for the electricity (if any) used in the operation thereof, and the Lessor shall not be liable for any loss or damage to such machine, equipment and accessories caused by fire.

All license tax imposed by City or County for the maintenance or operation of said machine shall be paid equally by the Lessor and the Lessee.

In the event that the net returns to the Lessee or the amount received by him from the operation and maintenance of said equipment and accessories shall be less than the sum of _____ Dollars (\$.....) in any one week, this agreement and lease may be terminated by the Lessee upon five (5) days' written notice to the Lessor delivered to the

TURN PAGE

You can depend on
HERCULOCK*
for Coin-Box security

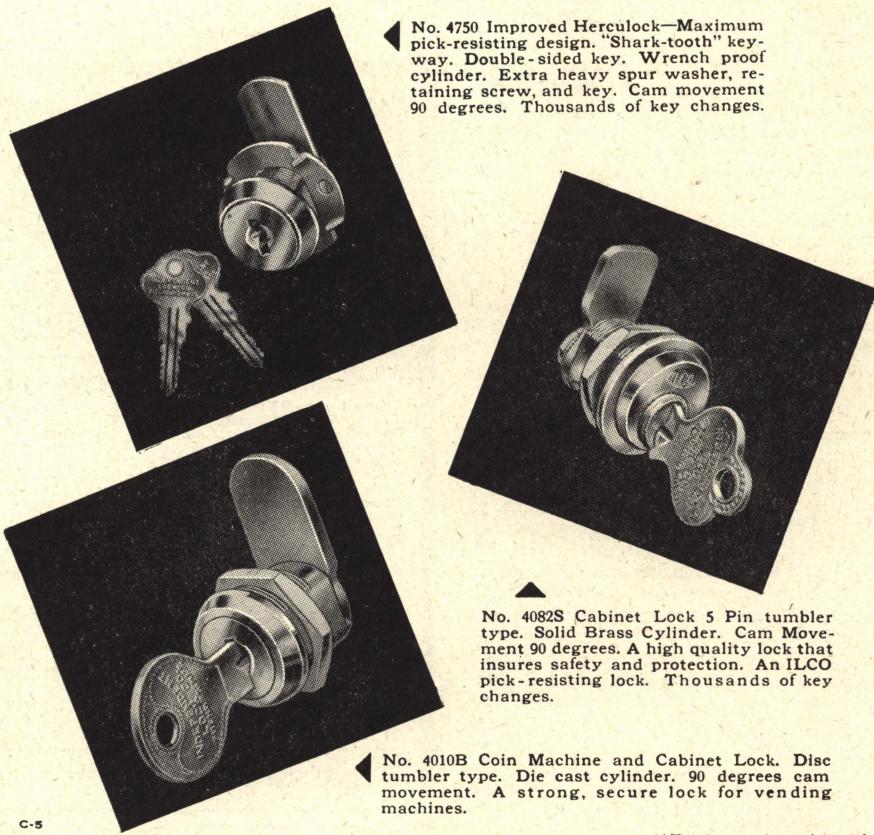
Make a note now to have ILCO HERCULOCKS installed on all your coin-machines. Their sturdy reliability will give you the kind of security you want to insure the safety of your profits. ILCO HERCULOCKS are pick-resisting, shock-resisting, designed, made, and assembled by experts. These are the big features in HERCULOCKS that thwart light-fingered Larrys . . . mean less worry for you.

All of these locks can be supplied with various shapes, styles, and sizes of cams to suit particular applications. Descriptive booklet on request.

COIN
MACHINE
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1946

◀ No. 4750 Improved Herculock—Maximum pick-resisting design. "Shark-tooth" keyway. Double-sided key. Wrench proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees. Thousands of key changes.



No. 4082S Cabinet Lock 5 Pin tumbler type. Solid Brass Cylinder. Cam Movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting lock. Thousands of key changes.

◀ No. 4010B Coin Machine and Cabinet Lock. Disc tumbler type. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines.

*Trade mark registered

ILCO

Independent Lock Company
Fitchburg, Massachusetts

Immediate Delivery! PACES RACES

Rebuilt with genuine pre-war parts. Cabinets new or like new. Trim and cabinet hardware refinished like new. 5c and 25c play.

Write for Prices

—
NOW AVAILABLE—QUANTITIES LIMITED

BRAND NEW BANG TAILS GALLOPING DOMINOS

• Join CMI Now •

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET

CHICAGO 7. ILLINOIS

COIN
MACHINE
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Lessor personally, or if the Lessor be absent from his place of business, by leaving a copy of such notice with the person in charge thereof or by sending a copy of such notice through the United States mail, registered with postage thereon fully prepaid, addressed to the Lessor at the address appearing at the bottom of this agreement. From time to time the Lessor may notify the Lessee in writing of change of address, in which case such notice shall be addressed to such changed address. Upon the expiration of five (5) days after such notice has been given as aforesaid any and all right of the Lessor under this agreement shall terminate and end, and thereupon the Lessee shall be entitled to immediately enter upon the premises where such machine, equipment and accessories are installed and take possession of and remove said machine, together with any and all equipment and accessories including wiring, merchandise and/or records (if any), etc., installed in said premises by the Lessee.

It is expressly understood and agreed that the Lessor shall be liable for any and all damage, except caused by fire, to said machine, equipment and accessories, wiring and/or records (if any) from the time of their installation until repossessed by the Lessee, reasonable wear and tear excepted. Lessor agrees to hold the Lessee harmless and indemnify him from all manner of claims or damage caused by the installation or removal of said machine, equipment and accessories, wiring, merchandise and/or records (if any). Lessee is to bear all expense of the removal of said machine, equipment, accessories, wiring, merchandise and/or records (if any) from the premises of the Lessor.

It is agreed that the Lessor will not install, permit to be installed or used, equipment of any other person, firm or corporation of a like or similar description or design, during the term of this contract and that the Lessee named herein shall have the exclusive right to operate such equipment in said premises for the term of this contract. The Lessor will

be liable to the Lessee for any damage which may be sustained by him by reason of the installation of any equipment of a like or similar description or design on the said premises during the life of this agreement.

It is understood and agreed by the said

parties hereto that this writing constitutes all of the terms, covenants and conditions of the agreement between the parties hereto and that there are no other agreements or understandings of any kind whatsoever with respect thereto, and that this agreement shall not be altered or modified except by a writing signed by the parties hereto.

This agreement shall bind the heirs, successors, and assigns of the parties hereto.

IN WITNESS WHEREOF the parties hereto have hereunto set their hands this day and year first above written.

Witnesses:

.....Lessor

.....Address:

Vending Head Honored

NEW YORK—John T. Collins, presy of the N. Y. Automatic Canteen Corp., has been elected president of the Executives' Ass'n. of Greater New York, Inc. Collins is also head of Canteen Distributors, Inc., a nation-wide organization of vending machine operational units.

The Executives' Ass'n. holds luncheon meetings at the Hotel Astor each Thursday and its purposes are to create and encourage business and trade expansion.

Bullock Bowled Over

LOS ANGELES—"Didn't think the magazine would do it, but, by George, I've had a terrific response to the interview I granted a REVIEW reporter and which was printed in last month's issue. If I had 500 copies I couldn't take care of the requests I've had from folks who want a copy. Yessir, THE REVIEW does get around."

* * *

GIVE TO THE RED CROSS

MONARCH FOR THE BEST NOW DELIVERING

BRAND NEW RELEASES FROM THE FACTORIES

Evans Bangtails, 5c Comb. F.P. & P.O. 7-Coin...	\$674.50
Evans Bangtails, 25c Comb. F.P. & P.O. 7-Coin...	764.50
Jennings Bronze Chief 5c.....	249.00
Jennings Super DeLuxe Chief 5c.....	274.00
New Improved Groetchen Columbia Twin J.P. Can Be Adjusted to 1c, 5c, 10c, 25c Play.....	284.00
Mills 5c Vest Pockets.....	123.50
Paces DeLuxe Cherry Bells 50c and \$1.00 Play...	372.50
	Write

THOROUGHLY RECONDITIONED AUTOMATIC PAYOUT CONSOLES

Bakers Pacers DDJP.....	\$265.00	Ev. '41 Bangtail JP.....	\$295.00	4-Way Super 3/5c, 25c.....	\$650.00
Bakers Pacers JP Remote	345.00	Ev. Rolleto Jr.....	125.00	Super Bell Tw. 5 & 5...	395.00
Bally Roll'em	145.00	'40 Dominos.....	175.00	Sup. Bell Twocons 5 & 5	495.00
Bally Hi Hand 5c.....	199.50	'41 Dominos JP 5c.....	295.00	Sup. Bell Tw. 5 & 25...	495.00
Bally Hi Hand 25c.....	295.00	'41 Dominos JP 25c.....	475.00	Super Tracktime.....	295.00
Bally Bells 5 & 25.....	125.00	Jenn. Silvermoon.....	145.00	Mills 4 Bells.....	395.00
Bally Club Bells.....	245.00	Jenn. Derby Day SI.....	65.00	Jumbo Parade Late 5c.....	135.00
Bally Royal Draw.....	105.00	Jenn. Bobtail.....	125.00	Paces Races Br.....	175.00
Callie Roulette 25c.....	275.00	Jenn. Golf Ball 25c.....	195.00	Paces Tw. Rls. 5 & 10.....	325.00
Ev. '40 Paces.....	295.00	Keeney Sup. Bell 5c.....	310.00	Paces Tw. Rls. 5 & 25.....	395.00
Ev. Lucky Lucre.....	150.00	Super Bell 25c.....	395.00	Paces Saratoga 5c.....	99.50

THOROUGHLY RECONDITIONED 1-BALL MULTIPLE P.O. TABLES

Fairmont.....	\$495.00	Long Shot.....	\$275.00	Santa Anita.....	\$165.00
Jockey Club.....	375.00	Sport King.....	275.00	Spinning Reels.....	110.00
Turf King.....	375.00	War Admiral.....	265.00	Gott. Multiple Races....	95.00
Kentucky.....	275.00	Keeney Fortune.....	200.00	Mills 1-2-3.....	69.50

READY FOR LOCATION 1-BALL MULTIPLE F.P. TABLES

Longacre.....	\$425.00	Pimlico.....	\$375.00	Sportsman.....	\$295.00
Thorobred.....	425.00	'41 Derby.....	350.00	Dark Horse.....	195.00
Sport Special.....		Mills '40 1-2-3.....			\$ 99.50

FOR SPECIAL SLOT MACHINE VALUES . . . WRITE

WRITE FOR LISTS: Special Arcade Equipment Values and 5-Ball Freeplay Pin Games.

TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave.

ARMitage 1434

Chicago 22, Ill.



Kelner COVERS CHICAGO

TOM VAUGHN, personable Associate Director of NAMA has resigned his position with the Association to become a cigarette vendor operator. On March 1st he purchased the New Orleans Cigarette Service Corp. Vaughn's decision to leave the NAMA staff was based on a desire to get actively in the vending field and tinker with his own machines rather than stand on the sidelines and tell other fellows how it ought to be done. He has been contacting hundreds of operators and manufacturers in all parts of the country, and this has confirmed his own sincere belief in the future of automatic merchandising. "No one", says **CLINT DARLING**, Executive Director of NAMA, "will miss Tom Vaughn's friendly optimism and his ability to make friends—as well as members for NAMA—more than will I and the other members of our staff. He has made a splendid contribution to NAMA's progress, and we are all keenly disappointed to have him go."

NAT COHEN, president of Modern Vending of New York City and national distributor of the popular Vogue records was given a nice reception upon his visit to our fair city recently.

CARL TRIPPE, boss of the Ideal Novelty Co. of St. Louis was a visitor here this week. Everybody was giving him the glad hand.

LEO BELFY, the O. D. Jennings representative on the East Coast is here for a visit.

DAVE LOVITZ, formerly in the sales department of Superior Products is now an important part of the O. D. Jennings advertising staff.

SAM STERN, that handsome impresario of the famous Scott-Crosse Co. in the east, is here visiting the factories which he represents exclusively in his territory . . . namely, Rock-Ola, Harry Williams, and H. C. Evans.

I hear that **JACK NELSON**'s double-pointed needles are taking hold in great fashion, and the only complaint from Jack is that he can't ship as many as he can sell. Don't worry Jack, the auto dealers and the nylon retailers are singing the same refrain.

The beautiful weather we have been having (March came in like a very, very meek little lamb) has brought a lot of the mid-western operators to the Coin Machine Mecca these past few weeks. Among the well known members of the coin cult who were callers on the Distributors are **JAKE BAKER** of Danville, Ill. Also his ever-present side kick **LAWRENCE MURPHY** of Westville.

A. CHILDERS of Ft. Madison, Iowa came to have a look-see at the better amusement devices and music boxes.

ED PETERS and wife of Peoria came in too, as did **BILL WRIGNEY** of the same happy burg. They were enjoying themselves immensely.

DICK ROCHE and wife from Freeport, Illinois drove into town, and made the rounds, and the missus managed to sandwich into the visit some well placed shopping in Chi's big stores.

THE DOCHKUS BROTHERS of Rockford also were welcome visitors, and were able to return home with some extremely lucky purchases. A more distant visitor, and also a very welcome one was **"RUFF" HOPP**, a well known and smart operator from Hastings, Nebraska. You've probably heard that name Hopp before . . . it also belongs to the famous **JOHNNY HOPP**, star baseball player, his brother.

JOHN H. STUMM, a Crystal Lake, Illinois operator also came to town to make some much needed purchases in amusement devices.

JACK LOPATH has returned from the War and Europe to rejoin his old boss in the cigarette vending business, **JACK**

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CONVERSIONS?
WE HAVE ALL OF THE BEST. COME
IN OR LET US KNOW YOUR NEEDS
PAUL A. LAYMON 1503 W. PICO
LOS ANGELES 15

W.R. BURTT

THE
**COIN
TUBE
MAN**
—*—
Radio Tubes
for all
makes
of
Coin
Operated
Machines

Critical
Types
Offered
Consumer
Market at
OPA Retail
List Prices.

Write for
Twice
Monthly
Inventory
Release Sheet.

W. R. BURTT

442 N. SENECA

WICHITA 12, KANSAS

Presenting
**"Sepia
Steppers"**
6 NEW SOUND
FILM SUBJECTS
for

PANORAMOR SOLOVUE

\$ 36 PER WHEEL
OF SIX SUBJECTS

100 OTHER GOOD FILMS
IN OUR LIBRARY

New issues monthly

PRODUCED AND DISTRIBUTED BY
QUALITY PICTURES CO.
5634 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA



KELNER. Jack left more than three years ago. He hit the beach at Normandy with the first wave, and then won a lot of glory and ribbons for his combat duty in Germany and Holland. He is certainly glad to get back and his old boss had a better job and a glad hand waiting for him.

H. D. DWYER of Anderson, Indiana, one of the oldest operators in the state in point of service, for Harry is still a young man, came to town to attend an Executive meeting of the Sixth District on NAMA. Harry was signed up for a subscription to THE COIN MACHINE REVIEW. "How did I ever miss a publication like this?" asked Harry. "It's a beauty!"

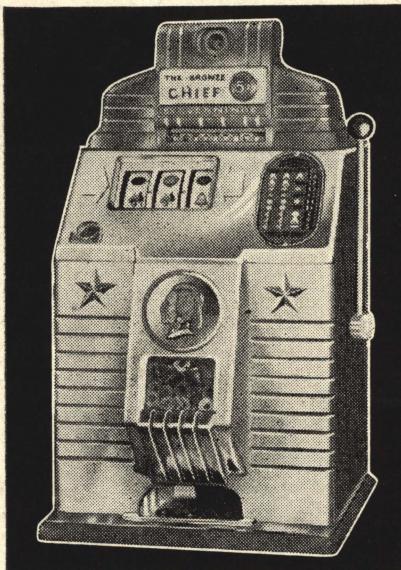
That grand old man **HERB WALKER** is dead. He was for many years the comptroller for the Rock-Ola Corp. More recently he had been working with Claude Kirk. He had a great many friends in the coin business and the funeral chapel was crowded to overflowing. He passed away at the Passavant Hospital on the 21st of February. Many, many men mourn his passing.

JACK LEONARD, who for many years had charge of the parts and service department of Rock-Ola, and later went to Superior Products, has joined Bill Happel's Badger Sales Co. in Los Angeles. Our loss in this area is California's gain, because Jack's experience and good nature will be a big help to L.A.'s many operators.

KEN WILKINSON of the United Amusement Co. of San Antonio, Texas dashed thru Chicago recently in a hurried trip to Washington, D. C. on some very important patent matters. He will undoubtedly pause slightly on his way back to pay his respects to the many manufacturers in these parts who want to supply him.

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THE BRONZE CHIEF

... with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim. Quantities are limited—Demand is overwhelming—Order now for immediate delivery.

SEE

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

EX 2458

Official Photographer for...
THE COIN MACHINE INDUSTRY
MERGE STUDIOS

2115 WEST PICO BLVD.—LOS ANGELES 6, CALIF.
EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

Coin Radios Coming

NEW YORK—Coin-operated radios in hotel and motel rooms are on the way back. Pre-war installations were largely confined to motels, rooming houses, and tourist courts. Now plans are afoot to make them tamper-proof, lock them to the location, and install them in hotels as well as in motor courts.

Victor and George Trad have formed the Tradco Co., Asbury Park, N. J., to operate coin-controlled radios for hotels and motels. The company will also sell the radios to other operators. Within a short time the firm expects to install 3,500 radios in hotels in Long Island, Brooklyn, New Jersey, and Washington.

The Trad brothers are having their own specially designed set manufactured on a sub-contract basis. This set is designed to eliminate the trouble spots which showed up in pre-war trials.

According to report, the radio is in a tamper-proof cabinet which is to be locked to the wall with a hidden lock. Hotels will be given keys to the lock and spare models to use in case of breakdowns. (In motels it was found that guests frequently put the radio in the car with their own gear—hence the need for a locked-to-location machine.)

Another reported improvement is in the matter of volume-control. Volume is to be controlled before installation so that there will be no possibility of disturbing guests in adjoining rooms. Extensive tests were conducted to determine what amount of volume could be allowed.

It is understood that most of the radios will operate for a quarter insertion. However, half-dollar insertions for the better-class hotels are being considered.

Plans call for semi-monthly collections with the hotel receiving its share of the

proceeds at the time of collection.

At present, Tradio is said to be only considering installation in hotels with a minimum of 100 rooms available for transient guests.

Waggener Leaves CMAC

CHICAGO—Announcement has been made of the resignation of Robert M. Waggener as President of Coin Machine Acceptance Corp. and the election of Raymond W. Burman to succeed him. Burman will also continue to serve as Chairman of the Board of Directors.

George M. Dick, executive Vice President, will be in direct charge of all operations of the company.

Adds Info. Service

PHILADELPHIA—To give more space to the record department, Scott-Crosse has been doing a bit of re-arranging. The first floor, in addition to the main showroom, has an information center where Harry Hunn, general manager, will be on deck to answer the questions of visiting coinmen and record buyers.

The business offices have been moved to the second floor. The third, fourth, and fifth floors will continue to be used for warehouse purposes.

Mills Ad Assistant

CHICAGO—Richard K. Law, Director of Advertising, Mills Industries, Inc., announces the appointment of Robert J. Watt as Assistant Advertising Manager of the Company.

Watt, formerly an Army Captain, returned to the U.S. in January after serving two years in the Southwest Pacific. Before entering the Army, Watt served as Assistant Advertising Manager of Bauer & Black, Chicago.

NEW COINEX RIFLE RANGE

RAY GUN

NEW LOW PRICE

\$159.50

F. O. B. Chicago

Converted from Seeburg Chicken Sams and Jap. Cabinets are completely refinished and repainted. Entire mechanism rebuilt from top to bottom. Looks like a brand-new machine—operates like a brand-new machine. Has top player-appeal and is a consistent year-round money-maker. Hundreds of units already on location. Ask the operator who "owns" one.

Coinex Rifle Range Conversion

Can be installed on location in twenty minutes. Pays for itself and allows a profit in one week's time. Colorful, with top player appeal, it makes a new piece of equipment out of your old Seeburg Chicken Sams, Convicts or Japs. Complete conversion ready for installation.

SAMPLE

\$17.50

\$1475

LOTS OF 3

SEND FOR DESCRIPTIVE CIRCULAR

IMMEDIATE DELIVERY

COIN MACHINE EQUIPMENT CO.
 1348 NEWPORT AVENUE
 CHICAGO 13, ILLINOIS

SEEBURG RAY GUN

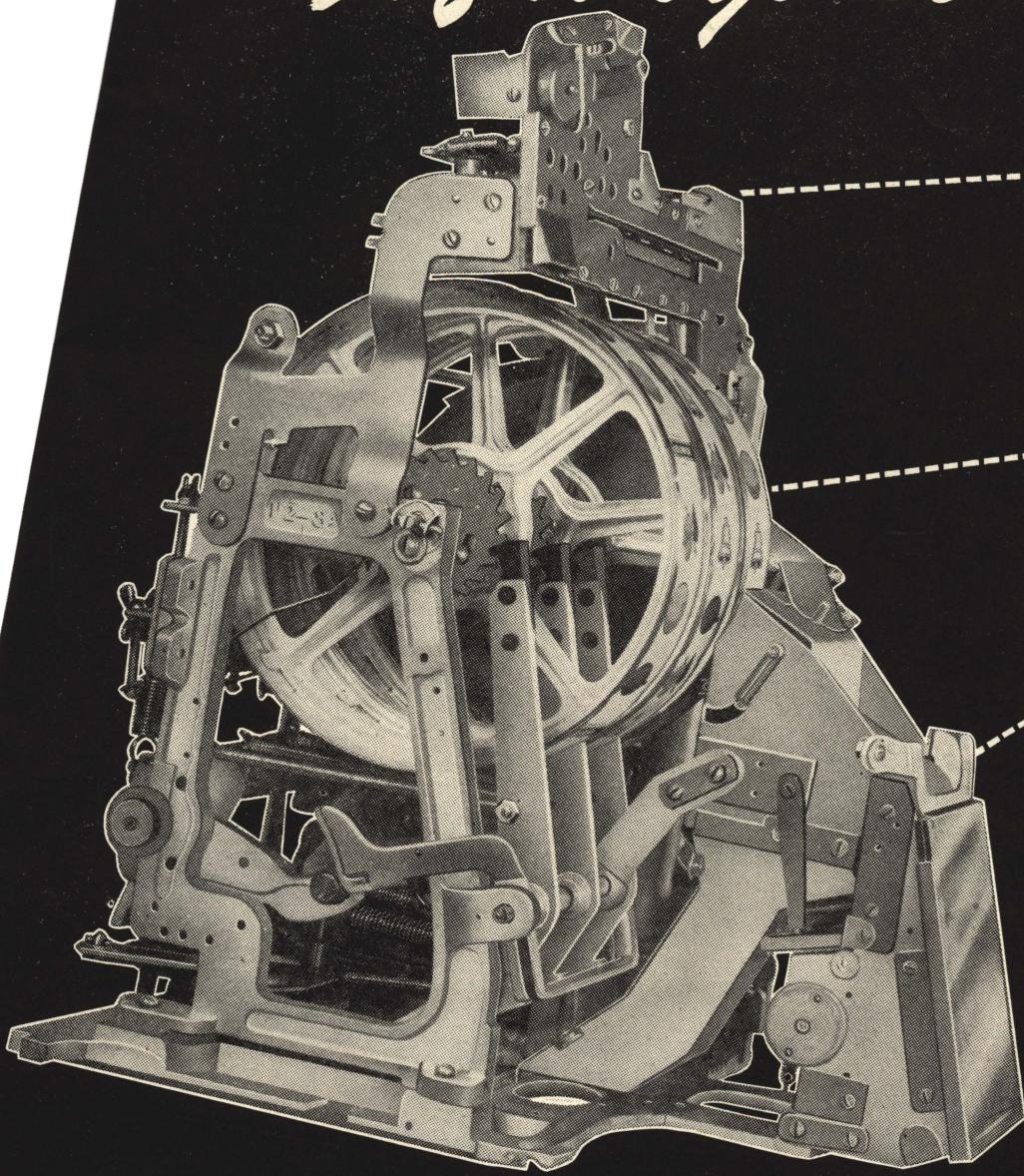
AMPLIFIERS, RIFLES

REPAIRED

—24-HOUR SERVICE

COINEX

Masterpiece OF PRECISION



ESCALATOR

Built of heavy ribbed metal construction. Jennings' world-famous "chain-drive" escalator rolls the coins and eliminates the "jamming" so common in ordinary escalators.

REELS

The positive stop "NO BOUNCE" reels glide into place with military precision, retaining the crisp "click."

JACKPOT

Entire action of a new Jennings jackpot is controlled by jackpot opening lever. This design eliminates 22 parts from pre-war models, simplifies entire Jennings mechanism and prolongs life of clock unit.

Featured in all
JENNINGS
Equipment

Every Jennings product is custom-built with all new parts that are individually gauged and inspected before being assembled by Jennings' master craftsmen.

As a final touch of perfection, the completely assembled mechanism is placed in an automatic tester and given a minimum of 5,000 plays. The result is a super machine, completely "broken in," and so perfect in precision and performance as to weed out any need for servicing after being put into operation.

MODELS NOW ON DISPLAY...

See your distributor or dealer for earliest possible delivery.

D. D. JENNINGS & COMPANY
4307-39 WEST LAKE STREET CHICAGO 24, ILL.

WHAT
IS
JENNINGS
DOING ABOUT
Half Dollar Play
MACHINES





A meeting of the Associated Operators of Los Angeles County always brings together the top men in the amusement machine field. Virtually a 100 per cent membership attendance is always in evidence. This meeting took place at the Rodger Young Auditorium on February 13th when the membership broke bread, listened to several interesting and informative reports including a report by Managing Director Curley Robinson applauding the Public Relations program being projected by the Coin Machine Industries, Inc.

AOLAC Offers Beneficent Service Through Loan of Coin Machines

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LOS ANGELES—Thousands of dollars have been made available to numerous benevolent organizations in the Los Angeles area through a unique service provided by the Associated Operators of Los Angeles County. This service consists of the loan of all types of coin-operated equipment to organizations seeking to raise funds for charitable purposes.

A glance at the letters of appreciation received by the Association is sufficient to show that this service not only results in substantial benefits to charitable drives but also is an important factor in creating goodwill for the coin machine industry.

"We have obligated ourselves to the Children's Home Society for the amount of twelve hundred dollars a year," writes Mrs. Ralph Harrison of the Pleiades Club, "an amount which we were able to make at our recent party thanks to your generosity and cooperation."

From Harry McDermott, founder of the War Mothers Hospital Aid, to whom the Association has loaned equipment besides making outright donations for needles and records at Sawtelle Hospital, comes the following: "Recently I went through all the wards to see what was needed by the boys and found that the marble machines were the best things we could have put in the hospital. They have contests on them for high scores, and prizes are given by

the directors. I wish you could see the enjoyment that you and your associates have given the boys and girls at Sawtelle."

This service has been in operation for the past nine years. During this time the Association, through purchase has added to its stock of coin-operated games. If special games are needed which the Association does not have, it borrows such equipment from operators in the county. The Association's equipment is stored in the Association's warehouse. Inasmuch as the equipment is not used as much as equipment on fulltime locations, there is very little servicing to be done. Maintenance and replacement of parts are small items and whatever expenses are incurred for these items are met out of Association funds.

The Association not only furnishes the equipment free of charge but also either pays the transportation charges or requests an operator member to move the equipment to the desired location. Also, a service man or operator is sent along with the equipment, when necessary, to insure its proper operation. Members of the Association have proved quite ready to donate their time for such worthy causes.

Since this service has been available for so long, most benevolent organizations in the county are familiar with it and generally pass on the information to newer organizations. The Association also subscribes to about 50 newspapers and scans each issue for notices of social functions at which funds are to be raised, as well as for the names of new benevolent organizations.

Letters are sent out to the new organizations calling attention to the Association's service and the benefits it has made possible to countless needy persons. In addition, the Association has a mailing list of about 700 organizations to which copies of letters of appreciation for the service are sent at regular intervals.

Through these mailings and through personal contact with members of these organizations, a thorough job of public relations is performed.

After members of an organization have enjoyed an evening of good fun with the

machines and find that they have raised several hundred dollars, effortlessly and in a spirit of fellowship, it is hardly necessary to say that a considerable amount of goodwill has been generated for the Association and the industry generally. Spokesmen for the Association profit by this opportunity to convey to the organization, through conversation and follow-up letters, that the industry is composed of business men with a sense of responsibility for the welfare of the community.

The Association points out the industry's interest in helping to make a success of fund-raising drives for welfare purposes; stresses the fact that the loan of coin-operated games is entirely a gesture of goodwill; strives to maintain cordial relations with individual members of benevolent organizations; and, incidental to its contacts with these members, seeks to paint a true and accurate picture of the

(See AOLAC, Page 30)

IT'S A WINNER!

Genco's

"TOTAL ROLL"

**High Score—Roll Down
—Legal Game**

**GENCO LEADS AGAIN
WITH THE FIRST POST-
WAR GAME!**

**IT'S COMPLETELY NEW
AND DIFFERENT—
NOT A REVAMP!**

**BE SMART—BE FIRST IN
YOUR TERRITORY!**

"TOTAL ROLL" is the finest game Genco has ever produced. Its terrifically competitive, brand new type of scoring gives it a player appeal never before equalled in coin machine history. It's been earning overwhelming profits on location tests for more than two months. Start your post-war era with a slam-bang winner!

**ORDER TODAY
IMMEDIATE DELIVERY!**

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

WHY WORRY?

Try Our New, Enlarged
24-Hour Service For Music Operators
Temporarily Out Of Town

We will take all service calls during your absence and keep your machines in top running order. Quick, efficient, reliable. We can relieve your mind of all worries while you are away.

Call in, phone or write for details.

W. H. Leuenhagen & Co.

New Phone: DRexel 1345
1813 W. Pico Boulevard
Los Angeles 6, Calif.



The CHICAGO SCENE

Reported by *Jack Tolson*

Well, I sure stirred up a hornet's nest when I wrote in last month's issue of THE REVIEW that C.M.I. ought to state frankly and definitely what operators are going to get for their money when they join as Associate Members. At least I found out this much; there are an awful lot of people who read my dribble, and that was a big surprise. Anyway, the squib accomplished its purpose, because what I wanted to do more than anything else is clear up a lot of questions in the minds of operators who have been asking them of me ever since those letters went out inviting Distributors and Ops to join at \$25 a head or more.

As a full fledged member in good standing of C.M.I. it certainly isn't my desire to cause any harm either to the Association or the Program they are about to launch. In fact, I am FOR it 100%, and I will do everything I can to help accomplish its aims. What I wrote in last month's column was my way of getting help for C.M.I. and I believe that a lot of Ops see the idea more clearly now. But I know that the same questions are in the minds of a lot of other fellows to whom I did not talk personally or who never come into contact with anyone to whom they may put some questions regarding this Public Relations Program.

Anyway, gentlemen, Jimmy Gilmore, Secretary for C.M.I. assures one and all that a definite program for Public Relations has been outlined, that a real goal has been set, and definite advantages for Ops and Distributors have been inscribed for future dissemination. He also reports that an amazing number of checks for the cause has been received, much, much, more than the first mailing of a direct appeal such as theirs ordinarily brings. The results are most gratifying, and the C.M.I. is girding itself with renewed vigor for the coming affray.

Now that Challenge Phono has made its debut in the advertising columns of our trade journals, it might be well to look behind the scenes and see who is marketing

**NOW DELIVERING
NEW
1¢ ABT
CHALLENGER
\$5000**

WRITE FOR COMPLETE LIST
OF OTHER NEW RELEASES
AND USED MACHINES.

AUTOMATIC COIN

Machines & Supply Co.
4135-43 Armitage Ave.
Chicago 39, Ill.

this instrument. We find that the Batavia Metal Products Co. of Batavia, Illinois, a little town about thirty minutes drive west of Chicago, is making it. They are not a new concern; in fact, have had many years' experience building all kinds of equipment with some relation to the field.

The moving figures behind the product are several old friends. One of them is Mr. Cole, of Coledrinix fame, a bottle drink vendor. He has had many years experience in this particular branch. Then there is Barnett Davidson, partner in the former firm of Morris and Davidson who used to have the advertising account for the Seeburg Phono. The partnership broke up, and now Davidson is an executive in this new enterprise. There is some gossip that Heinie Roberts had some connection with the birth or organization of this new entree in the phono field, but that he has dropped out.

It was a mighty big party and a fine one in the show rooms and offices of our old pal Lou Koren; in other words the Aireon Distributing Corp. of Illinois. Over six hundred of the coin industry's finest representatives streamed past the doors to be welcomed in the grand old tradition. Of course the main attraction was the new Aireon Phono on exhibit in this area for the first time. But no less interesting when the time came, were the sumptuous "vittles" and liquid refreshments. There was a great deal of comment quite favorable about the Aireon, and much more comment and glowing praise for the hospitality of the officers and employees of the Illinois distributors of this phono. It was a GRAND party.

The new Rock-Ola Phono went on display for the first time in the gorgeous Jade



L. C. Force, known by his associates as Lindy, is now Assistant Sales Manager of Automatic Instrument Co. He and General Sales Manager DeWitt Eaton are extremely busy rushing through the very last details on the new AMI phonograph for the sensational AMI distributors' shows at which the new model will be premiered.

Room of the Graemere Hotel, out on Chicago's great west side. At this showing Webb Distributing Co. were the hosts, and they were not outdone by the previous showings of Seeburg (Atlas Novelty Co.) or the Aireon exhibit mentioned previously in these columns. In fact, I. F. Webb is more than a genial host . . . he is an affable entertainer.

There is no doubt that the new Rock-Ola Phono is beautiful. It is a splendid piece of color, light and symmetry. I am

TURN PAGE

NEW MACHINES!

Evans Bangtails, 5c J.P.	\$596.50
Mills Vest Pockets.	74.50
Genco Total Roll.	525.00
Chicoin Goalee.	525.00
Evans Ten Strike.	372.50
Evans Ten Strike, F.P.	435.00
Premier Skee Barrel Roll.	414.50
Gott. Stage Door Canteen.	249.50
Gott. 3-Way Gripper.	39.50
A.B.T. Challenger.	50.00
Groetchen Columbia J.P.	132.50
Victor Model V Vendor.	10.50
Victor Model V DeLuxe.	12.50
Amusematic Lite League.	425.00

Evans Bangtails, Comb. F.P. & P.O., 7 Coin.	5c.....\$674.50;	25c.....\$764.50
Pace Cherry Bell....5c..\$250; 10c..\$275; 25c.....	\$300.00;	50c.....500.00;
Jennings Bronze Chief.....5c.....	249.00;	10c.....259.00;
Jennings Standard Club Chief.....5c.....	249.00;	10c.....259.00;
Jennings De Luxe Club Chief.....5c.....	259.00;	10c.....269.00;
Jenn. Super De Luxe Club Chief.....5c.....	274.00;	10c.....284.00;

ONE-HALF DEPOSIT WITH ORDERS. BALANCE C.O.D. OR SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE



2812 WEST NORTH AVENUE • PHONE: HUMBOLDT 6288 • CHICAGO 47, ILL.

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not a judge of its mechanical merits, but the sponsors are lavish in their praise, and many experienced operators who ought to know, tell me it has real mechanical genius built in.

Many out of town operators took advantage of nice driving conditions to make the trek to Chicago, and the Jade Room was crowded with intensely interested prospects. The refreshments were all that could be desired, and the coin men were in extra fine spirits. It was a holiday atmosphere, and reminiscent of old SHOW TIME hilarity.

An Executive Committee Meeting of members of Regional Council VI of NAMA was held in the Palmer House last month. Those that attended were R. L. (Choo Choo) Strain, vice president of American Locker Co., Chairman, and Howard Hultz of Springfield, Bill Swigler of Automatic Canteen of Chicago, Harry Dwyer of Anderson, Indiana, Goldblatt of Royal Crown of Chicago, Pepple of Peerless Vending, members of the NAMA Staff, and yours truly.

Full approval was given for the presentation of a "Public Relations Clinic" designed to aid every automatic merchandiser in his everyday problems of impressing the public with importance and convenience of vending and service machines. Other industry problems were discussed, namely legislation and report of the annual meeting held in Chicago in November.

Three vice chairmen were appointed to take care of membership, legislation and Public Relations. Plans for the June Meeting of the National Automatic Merchandising Association's Regional Council VI which embraces the States of Wisconsin, Illinois and Indiana were formulated, and set for Friday the 7th and to be held in the Congress Hotel in Chicago.

I have it on very authoritative information that Mills Novelty Co.'s new machine The Gold Falls, a hand load slot is ready for delivery. Boys, jump in and get yours! It's a beautiful number! The Club Royale, a floor model designed for the spots its name indicates, will be ready for delivery about the time you read this. I might add at this time and in this place that the advertising layout and copy that has come out of the Mills Co.'s advertising department is a credit to Grant Shay who has taken over this job from Jim Mangan. To follow in Jim's shoes is a big task, and he does it magnificently.

O'Connor In New Spot

PORTSMOUTH, Va.—The new location of the O'Connor Vending Machine Co. in this city is 624 Crawford Street. Manager of the branch is Dan Hawley.

In the new quarters, the first floor will be used for display purposes, the second for reconditioning and repair work, the third for storage. The maintenance and repair department is staffed by veterans chosen for their mechanical skills.

NO-OX

Chemical Cleaning Compound
Cleans electric contacts, relays, switches and intricate parts of electronic equipment. One drop of fluid and dirt disappears like magic. Use without any pre-surfacing. Will not gum or harm. No other product like it. A boon to operators. 1 ounce—50c.

— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15



Harry Bortnick

New Rosen Exec.

PHILADELPHIA—Harry Bortnick has been appointed general advertising and sales promotion manager for Raymond Rosen & Co., RCA Victor distributors.

Bortnick re-joins the company after more than 3 years in the army, during which he served in the European and Pacific theaters. Prior to entering the service he was a newspaper reporter and special news correspondent for COIN MACHINE REVIEW in Philadelphia and was associated with Rosen.

Leonard Joins Badger

LOS ANGELES—Wm. R. Happel, Jr., has announced the appointment of Jack Leonard as General Manager of the Parts Division for the Badger Sales Co. This announcement comes on the heels of a promise made by Happel recently advising of his intentions to acquire the services of key personnel to man important posts in his organization.

"This business is growing by leaps and bounds," comments Happel, "and I look for a tremendous boom in the entire industry with manufacturing reconversion problems out of the way. This growth demands that those of us directing the sales activities of an enlarged and greatly expanded industry surround ourselves with departmental specialists—men who, by virtue of their own initiative and administrative talents, can formulate and direct the activities of their own particular department.

"In this way," continues Happel, "those operators who have come to depend upon us for assistance and advice can be assured of receiving even more help in the future from experts in every phase of the business."

Leonard is well known to operators and distributors throughout the country by his former association as Service Manager for the Rock-Ola Manufacturing Corp. — a position which he held for many years — and, more recently, Assistant Sales Manager for Superior Products.

Daval Products Busy

CHICAGO—A great deal of activity is reported at Daval Products Corp. The plant, located at 1512 N. Fremont Street, is being remodeled in order to expedite production.

Al Douglass and Dave Helfenbein expect to have their first games ready for distribution to the trade in a very short time. A competent staff supports them in that expectation. The vice president in charge of sales is Ben Lutske and Jerry Blonder is office manager. In addition, a number of former employees are out of uniform now and back with Daval. All in all, the picture is bright at Daval.

AOLAC

(Continued from Page 28)

activities of the men and women engaged in the industry.

The goodwill developed by the service subsequently is of considerable value when self-seeking public officials attempt to make a political football of the coin machine industry. People as a rule do not like to see their friends being exploited. And organizations which have benefited by the generosity of the Association usually are ready to return the favor by expressions of goodwill and moderation toward the industry when it is under fire.

Letters are constantly coming in to Association headquarters regarding the service. A typical "thank-you" from Thomas F. Coogan, assistant pastor of Saint Alphonsus Church, reads: "The wheels and games that you so willingly furnished us for our annual bazaar were a great help to the financial success of our endeavor."

Loans of the equipment serve many fund-raising purposes. The Los Angeles Pioneer Women's Organization found the use of coin-operated games a successful way to obtain funds to help build and maintain nurseries and schools in Palestine. Another loan of equipment enabled the B'nai B'rith to provide substantial funds for lodgings for servicemen, recreational facilities for the wounded, and many other projects.

In addition to loaning equipment, the Association also has made many outright gifts of money from its funds. Such gifts have been made to the Salvation Army's Christmas fund, Mount Sinai Hospital and Clinic, and the Spastic Children's Guild, among others.

Besides engendering goodwill and establishing good public relations with potentially influential groups, loan of coin-operated games has aided the Association's long-standing program of combating juvenile delinquency. The Associated Operators of Los Angeles County has vigorously combated juvenile delinquency for many years and the funds raised by the loan of equipment have been used with good effect in this direction.

NEW MACHINES

Now Being Delivered

NEW JENNINGS SLOTS—ALL MODELS

WRITE FOR LIST

Evans Bangtails, 5c Comb. F.P. & P.O.	\$674.50
—7-Coin	
Evans Bangtails, 25c Comb. F.P. & P.O.	799.50
—7-Coin	
Bally Victory Derby, 1 Ball Payout	574.50
Stage Door Canteen	249.50
Hollywood	249.50
Evans Ten Strike	372.50
Mill New Blue & Gold Vest Pocket	74.50
Goalee	525.00
Amusement Lite-League	425.00
Evans 5c Bangtails & Galloping Dominoes	596.50
P. O. EA.	

RECONDITIONED PIN GAMES

5-10-20	\$129.50	Spot a Card	\$ 72.50
Sky Raider	129.50	Bolaway	72.50
4-Aces	129.50	Slugger	72.50
Sun Valley	125.00	Jungle	72.00
Invasion	109.50	Zig Zag	69.50
Marines at Play	110.00	Horoscope	69.50
Flying Tigers	110.00	Sea Hawk	69.50
Yanks	95.00	School Days	69.50
Marvel Baseball	90.00	4 Diamonds	69.50
Genco Victory	94.50	4 Roses	69.50
Topie	89.50	Star Attraction	69.50
Texas Mustang	75.50	7-Up	67.50
Monicker	78.50	ABC Bowler	67.50
Venus	78.50	Tan Spot	64.50
Southpaw	78.50	Snappy	64.50
Miami Beach	79.50	Majors '41	64.50
Spot Pool	74.50	Wild Fire	59.50
Gun Club	74.50	New Champs	59.50
		Big Chief	49.50

National Coin Machine Exch.

1411-13 Diversey Blvd., Chicago 14, Ill.

Phone: BUCKingham 6466

RCA's "Nipper" Has Fascinating Background

CAMDEN—Tracking down every day customs to their lair in the archives of tradition is a fascinating sport—if you have patience, perseverance, and a good imagination. Some interesting things come to light. For example, we are told that our custom of shaking hands originated in the days of knighthood when two knights, on meeting, extended and grasped hands to show they came with good intent, *i.e.*, unarmed.

Trademarks, too, have their origin in history. A case in point is the very familiar one which bears the label of "His Master's Voice"—the picture of a black and white fox terrier sitting before a phonograph with head cocked in a listening attitude. Adopted by the Gramophone Co. in 1899, that picture has become a symbol needing no further explanation of the product it represents.

The original of the picture was "Nipper" of London, England. Francis Barraud, an English artist, acquired Nipper in the latter part of the 19th century when Nipper's master, Barraud's brother, died. Barraud noticed that whenever he played records (the primitive wax cylinder type, of course) on his phonograph, the dog showed great interest in the sound. This gave the artist the idea for the picture which he painted, using Nipper as his model, and called "His Master's Voice."

Barraud's attempts to sell his picture were fruitless until 1899 when the Gramophone Co. bought it after having the artist substitute a gramophone for the phonograph. The original picture still hangs in the company's office in Hayes, England.

In 1901 the trademark came to America. In that year the Victor Talking Machine Co. was formed through a partnership between Emil Berliner, developer of a flat record disc for the gramophone, and Elbridge R. Johnson, president of the company. Johnson acquired the American rights to Barraud's painting and used it on Victor records, talking machines, and advertisements.

When RCA took over Victor in 1929, Nipper became even more famous. "His Master's Voice" has been featured in RCA's advertising for 17 years. In the 1945-46 advertising program, it was decided to emphasize the dog trademark even more. Nipper has certainly achieved immortal fame!

* * *

Contribute To the RED CROSS

Keep 'Em Playing

Your old machines will have to hold your locations for a long time to come for only limited amounts of new equipment will be available in the months ahead. We can keep them in top working condition, and give them the "shot in the nards" that will give continuous uninterrupted play. Bring them in today for prompt attention.

We can convert your Victory Derbys to combination cash and free play.

OPERATORS SERVICE

(Jimmie Rutter)

2307 W. Pico, Los Angeles 6
DR. 5015

COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes
en la Industria

Resumen de Sucesos en la Industria

En unos pocos días todo se ha cambiado en la industria. Casi paralizadas por las huelgas en industrias suministradoras, las fábricas de máquinas automáticas no podían hacer las entregas prometidas. 300,000 obreros de General Motors y de General Electric cesaron de trabajar por 57 días. En el paro de General Electric unos 100,000 quedaron desocupados. A causa de estas huelgas y de otras semejantes, los fabricantes no podían obtener los materiales esenciales. Por ejemplo, a causa de los paros en General Motors y General Electric no había motores para los fonógrafos automáticos. Los fabricantes aún tenían gran dificultad en encontrar motores para los modelos de las máquinas nuevas.

Por eso, con regocijo general la industria ha recibido el anuncio de que el paro se terminó. Ya han regresado a los talleres los obreros y han vuelto a funcionar las líneas de producción. Ya se puede contar con motores fraccionados para los juegos de novedades y para las máquinas de carnaval y con los motores grandes para los fonógrafos automáticos. Las máquinas empezarán a salir de las fábricas en cantidades grandes dentro de poco.

Como les dijimos el mes pasado, la madera llegó a ser artículo crítico a causa de su escasez. No es posible emplear la madera de calidad inferior en los fonógrafos. Por consiguiente, los fabricantes tuvieron que recurrir al uso del acero o de materias plásticas. Ahora se va mejorando esta situación también porque el abastecimiento de madera se ha aumentado un poco.

Fonógrafos nuevos

Wurlitzer y Seeburg están haciendo entregas, en cantidad limitada, a todas partes del país. Con la mejora de condiciones de producción, estas entregas serán aumentadas.

Al principio Aireon señaló el 15 de Marzo como fecha para sus entregas iniciales. Ahora la compañía se ha visto obligada a adelantar la fecha hasta el 15 de Abril. Y ahora, en vez de comprar las cajas de una compañía suministradora, Aireon va a fabricarlas en sus talleres en Slater, Missouri.

Rock-Ola mostró su fonógrafo nuevo el 11 de Marzo. Tiene un precio más bajo que el de la mayoría de las máquinas nuevas—hay una diferencia de \$200, poco más o menos, entre el precio de Rock-Ola y los precios anunciados de otras máquinas.

Packard anuncia cuatro bocinas nuevas (véase el anuncio en página 37, 38). El fonógrafo nuevo de Packard se descubrirá en Junio.

Otra compañía ha anunciado su entrada en la industria. Es Challenge Industries, subsidiario de U. S. Challenge Co. Challenge es una compañía industrial bien conocida en el país. Hace más de 90 años que fabrica implementos agrícolas y ferroviarios. Tiene cuatro plantas industriales ubicadas en la región central del país. La compañía va a producir un fonógrafo automático que se llama el Challenger '47, cajas musicales para la pared, sistemas de música automática, etc. También va a producir un vendedor automático de bebidas.

NOTICIAS SALIENTES EN LA INDUSTRIA

Programa de relaciones públicas

El programa de relaciones públicas de Coin Machine Industries, Inc., iniciado recientemente, ha tenido gran éxito. Los operadores, negociantes medianeros, y distribuidores han respondido con entusiasmo. El señor James Gilmore, director de CMI, dice que la asociación va a tener un número muy crecido de socios asociados, eso es, de operadores y distribuidores. (CMI fué formada, hace unos años, por los fabricantes de máquinas automáticas.) Los detalles del programa serán formados cuando se sabe la cantidad de fondos disponibles.

Juegos nuevos

Hay tres juegos nuevos de novedades (juegos automáticos de pasatiempo): *Big Time* de Exhibit Supply, *Surf Queens* de Bally, y *Lite League* de Amusement. Éste es un juego de béisbol de tipo nuevo.

Entre los juegos automáticos de azar, Mills Novelty ha anunciado un juego nuevo, *Golden Falls*. No hemos visto la máquina porque hasta ahora la compañía no ha podido hacer entregas.

Radios automáticas

Los hermanos Trad de New Jersey están desarrollando un proyecto muy interesante—la instalación de radios en los hoteles más grandes. Las radios estarán pegadas con llave a la pared. Se funcionarán por medio de la inserción de 25 centavos. Para que la operación de una máquina no moleste al huésped de un cuarto vecino, el volumen de sonido será controlado. Los ingenieros han experimentado extensivamente para averiguar el volumen satisfactorio. Esperan instalar las radios en 3,500 hoteles en la región oriental del país. Muchos operadores están mirando el experimento con interés.

Phonette

El presidente de Personal Music Corp. ha anunciado que dicha compañía ya está haciendo entregas de equipo para los sistemas de *Measured Music* (música medida). El sistema de Personal Music se llama *Phonette*. Funciona así: en un estudio central hay dos fonógrafos automáticos que alternan para dar música sin interrupción. La música sale del estudio por medio de hilos de teléfono. Los lugares que se aprovechan de la música tienen cajitas individuales colocadas en varios sitios. El parroquiano mete una moneda en la cajita y escucha a sus anchas—tres minutos por un centavo; seis minutos por cinco centavos. El volumen controlado prohíbe que el sonido llegue a molestar a otros parroquianos. Pero es posible que varias personas estén escuchando al mismo tiempo—si han metido dinero en una cajita cercana. El sistema se usa en los restaurantes, las droguerías, los cafés—en cualquier lugar donde se desee "música individual."

* * *

Mother: You were a very tidy boy not to throw your orange peel on the floor of the bus. Where did you put it?

Junior: In the pocket of the man next to me.

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British Hold Coin Machine Exhibition

LONDON—The amusement machine industry in England recently displayed its wares at the Amusement Devices and Trades Exhibition held at the Royal Horticultural Hall. Representatives of the Board of Trade, of both Houses of Parliament, of trade organization, and of manufacturers, as well as exhibitors and foreign and domestic buyers, were present.

Opening ceremonies were concluded with a luncheon in the Exhibition restaurant where Mr. Henry Seff welcomed distinguished guests.

Mr. J. W. Belcher, M. P., Parliamentary Secretary to the Board of Trade, formally opened the Exhibition. In his luncheon address Mr. Belcher complimented the amusement industry on the part it has played, and is continuing to play, in British life.

Contribute to The RED CROSS

**The NEW
CHANGE-MASTERS**
SOLID ALUMINUM CASTING
POLISHED CHROME
HOLDS \$10 IN NICKELS
\$9.85 Each

SEE
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

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CHERRY CHROME CASES

Check these 15 Points

1. GLOSS BLACK CABINETS.
2. FULL CHROMED FRONTS
"Not Aluminum".
3. CHROME DENOMINATOR IN-
TAKE CASTING.
4. ETCHED AWARD PLATE.
5. CHROME GRIP WRINKLE
BLACK CLUB HANDLE.
6. WRINKLE BLACK FINISH REAR
TOP CASTING.
7. CHROME PAYOUT CUP
ASSEMBLY.
8. SPOON PROOFING.
9. DRILL PROOFING.
10. COMPLETE SET CABINET
BOLTS.
11. COMPLETELY TAPPED.
12. COMPLETELY ASSEMBLED.
13. PRECISION FIT.
14. PACKED INDIVIDUALLY.
15. IMMEDIATE DELIVERY.



Specify
5c, 10c, or 25c
2/5 or 3/5 Payout

NOW ONLY

\$79.50

EXPOSITION GAMES CO.
989 GOLDEN GATE AVE. SAN FRANCISCO 2, CAL.

BLOCK SPECIALS!

#111 FAMOUS AEROPONT LONG LIFE PHONO NEEDLES

1 to 100	36c Each	Lots of 200	34c Each
Lots of 500	32c Each		

GENUINE SCOTCH TAPE

1/2 inch x 2592 inches	Roll	\$.95
3/4 inch x 2592 inches	Roll	1.25

MAIN WURLITZER FIBRE GEARS—Each		\$3.50
---------------------------------	--	--------

BELL TIMERS—Each	\$1.50	Doz.	\$16.80
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New KWIKHEAT THERMOSTATIC CONTROL SOLDERING IRON, Each		\$8.75
---	--	--------

WURLITZER STAR WHEELS		35c Ea.
-----------------------	--	---------

WURLITZER STAR WHEEL PINS		25c Ea.
---------------------------	--	---------

FAMOUS HANSON PENNY SCALE—NOW AVAILABLE		
---	--	--

No. 318 Weighs Pennies to	\$7.50	Complete with and Nickels to	23.65	Carrying Case	\$16.50
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No. 317 Weighs Pennies only up to	\$15.00	Complete with		Carrying Case	\$16.50
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CLUB HANDLES FOR MILLS BELLS—Each		\$2.75
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YELLOW LIVE RUBBER BUMPER RINGS

Small 11/16" Dia.	Doz.	35c	Per 100	\$2.50
Large 1 1/4" Dia.	Doz.	60c	Per 100	\$3.50
Extra Large Dia.	Doz.	75c	Per 100	\$4.25
Small Size in Dead Quality			Per 100	\$1.75

ADVANCE BAR STOPS FOR MILLS BELLS

Location tested and applied in 5 minutes. Save the price of a new coin escalator. Thousands in use.

COMPLETE WITH SCREWS, NUTS AND WASHERS
Each \$2.50 Doz. \$24.00

FIBRECHEAT GUARDS FOR PIN GAMES

Eliminates one of the most common forms of cheating
SET OF 2 \$2.00 DOZ. SETS \$18.00

AWARD CARDS IN 5 BEAUTIFUL COLORS

No. 1—3-5 Payout Special Gold Award	No. 1-2-3 for Mills
No. 2—3-5 Payout Silent	Grey Fronts—Blue
No. 3—2-4 Payout Silent	Fronts—War Eagles—
No. 4—3-5 Pace Comet	Futurities.
No. 5—3-5 Extraordinary	
No. 6—3-5 Extraordinary Gold Award	

I to 25 Cards—Each	35c	Lots of 50—Each	25c
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Lots of 100—Each 22c

New Suit Case Type Phono Record Service Case—Ea.	\$7.50
--	--------

MILLS 4 SLOT FIBRES—Each	20c	Doz.	\$1.80
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BALLY SWITCH SPECIAL!

100 Asst. Contact Switches
for Bally Pre-War Games. \$19.50
50 Assorted \$12.50

DOWNEY-JOHNSON

5-Coin
COUNTING MACHINE
\$147.50

GENCO KICKER ARMS—Each	50c	Doz.	\$4.80
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DOORS For Gottlieb, Chicago Coin Genco and Bally	Ea.	\$1.50
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DOORS—For Keeney and Exhibit		Each \$2.00
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Nation-Wide Distributors For
Mallory Rectifiers—Kwikheat Thermostatic Control Soldering
Irons—Hanson Scales for Weighing Pennies—Packwick Coin
Stackers and Tubular Wrappers—Duo Registered Key Plan
Locks.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

BLOCK MARBLE COMPANY

1527 FAIRMOUNT AVE., PHILADELPHIA 30, PA.

COLUMBIA BELLS

NEW—IMPROVED—1946 MODELS

IMMEDIATE DELIVERY

Fresh off the production lines—featuring an array of new mechanical improvements—comes the famous COLUMBIA TWIN JACKPOT BELL!

These new, improved 1946 models in dazzling, durable Hammerloid finish are changeable right on location to 1-5-10-25c play; hence, you get the service of four machines for the price of one... plus double slug protection!

COLUMBIA makes more money f-a-s-t-e-r—costs less money to own.

OPERATOR'S PRICE

\$132.50 FOB
Chicago, Ill.

All orders must be accompanied by a one-third deposit, postal money order or certified check, balance C.O.D.

GROETCHEN TOOL COMPANY

RANDolph 2807 126 N. Union Ave., Chicago, Ill.



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Shoe Shine Vender

MILWAUKEE, Wis. — Art Slade and Art Cline, co-partners and owners of the Pre-Flight Trainer Co., Milwaukee, have announced a new coin-operated men's shoe shining and polishing machine, "Shine-A-Minit," which by May 1st is expected to be in operation in a Chicago location where it will be available for inspection.

The machine has been under development for the past two years. Last September, according to Slade, the final bugs were eliminated, a working model was put into operation and secretly tested from an income standpoint in various locations. Results are reported as excellent.

The machine stands 5' 10" high and occupies a floor space of approximately 2' by 2'. A plate glass mirror allows the customer to adjust hat, tie, etc., while shoes are being shined. A new, patented selector mechanism allows the customer to adjust the brushes for any shoe, black or tan, from size four to size twelve. The customer turns a lever to black or tan, selects the size of his shoe, places one foot on the treadle and deposits a nickel. A series of brushes then dust the shoe, apply wax on sides, heel and toe, and do a thorough brushing job. Next, a polishing wax is applied and a cloth buffer puts on a high polish.

Another nickel is required for the other shoe. Each shoe requires thirty seconds, or a total of one minute per shine. Hence the name, "Shine-A-Minit."

The operator of a chain of the machines would service the machines once a week, changing brushes for cleanliness, renew the polish supply and make his collection.

With the present excessive charges for shoe shines, Slade feels that there is a tremendous potential demand for his new and novel machine.

Book Treats Industry

NEW YORK—A feeble effort to give all the details pertinent to the Coin Machine Industry is in evidence in a book entitled "101 Ways to Be Your Own Boss," published by the Arco Publishing Co.

Michael Gore is credited with authorship. Said Gore is an advertising agency executive and has apparently called upon his many friends in the field to do chapters on the friends' various fields with no thought of checking for accuracy. On the chapter devoted to the Coin Machine Industry, Gore has permitted a report loaded with plugs for the product of the writer.

The G. I.'s have gone through hell. For one dollar more they can plow through "101 Ways to Be Your Own Boss."

Laymon Plugs Queens

LOS ANGELES—The lady of the moment at Paul A. Laymon's is "Surf Queens," the first post-war novelty game of Bally. A steady volume of novelty games is now flowing from the Bally assembly lines without interfering with production of the *Victory Derby* and *Victory Special* multiples.

New game combines tried and tested novelty features with several new high-score ideas that will bring the slowest novelty spot back to life in a hurry. The game is especially strong on the "come-close-try-again" appeal that insures plenty of repeat play. Back-glass, play-field and cabinet rank among the most colorful and attractive ever produced by Bally.

Laymon advises that the Los Angeles jobbers and distributors accredited are also distributing the new Bally game. These include M. S. Wolf Distributing Co., Minthorne Music Co., Nickabob Co., C. A. Robinson Co., and others.

Contribute to The RED CROSS

Miss Anne Morgan, secretary, stopping off in Chicago between trains, dashed off a postcard to her sister: "I hope to make this train," she scribbled hurriedly, and asked a Red Cap to mail it. The card arrived with a neat pencilled postscript: "She made it. Respectfully yours, Red Cap."

HERE NOW!

**Gottlieb's New
Post-War**

STAGE DOOR CANTEEN

**5-BALL NOVELTY GAME
FLASH, ACTION,
APPEAL and COLOR
NOT A REVAMP!
\$249.50**

EXCLUSIVE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

You Get the Best Things FIRST at JACK R. MOORE CO.

Bally's Newest Sensation "SURF QUEENS"

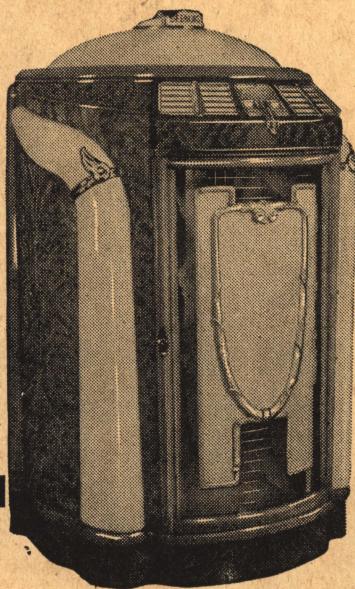
Here's a new 5-ball novelty game with a brand new appeal. Plenty of lights, flash, color and action. See the "Surf Queens" model now at any of our display rooms—a proven success and a sure profit maker that will bring the slowest spots back to life.



Bally's "VICTORY DERBY" Bally's "VICTORY SPECIAL"

The first post-war model. Brand new in appearance, and player appeal. Built to take all kinds of punishment—and test-proven to be a big and consistent money maker—see it—play it and place your order at any Jack R. Moore office.

A one-ball, multiple free game that is Bally's newest sensation. Modeled after the Victory Derby—it has the same flash, action, color, lights and suspense—a beautiful machine. A real money maker. See it now at Jack R. Moore display rooms.



The New "SEEBURG MUSIC SYSTEM"

The most famous name in coin operated phonographs now brings you the design that YOU operators have asked for—it's built to your specifications with 15 outstanding improvements that give scientific sound distribution. See our displays of this new model.

PORTRLAND
1615 S. W. 14th
Portland, Oregon

SAN FRANCISCO
348 Sixth St.
San Francisco 3, Cal.

SEATTLE
100 Elliott W.
Seattle, Wash.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.

JACK R. MOORE
Company

AUTOMATIC MUSIC

Aireon to Produce New Phono Every 3 1/2 Minutes

KANSAS CITY—The Aireon Manufacturing Corp. is now occupying its new quarters in the sprawling food terminal buildings in the Fairfax industrial district on the Kansas City, Kansas Public Levee. There is nearly 1,000,000 square feet of area in the new site with some 500,000 square feet roofed in the five adjoining buildings.

Randolph C. Walker, president of Aireon stated the firm expects to be producing 2,000 juke boxes a month by June and eventually reach a production schedule of 150 units a day or one every 3 1/2 minutes. This will necessitate tripling the present employee force of one thousand persons.

The cases, made in elaborate color of plastics and plexiglass, are manufactured near Boston, while the speakers are produced in Slater, Mo., where 200 persons are now turning out 150 of the units a day.

One of the new features developed is the one co-axial cable used from the wall box to the phonograph instead of the 27 wire cables as used in other 24-record boxes. The secret of this innovation is a miniature radio transmitting station in the wall-box which sends electrical pulses over the single wire. These pulses are sorted out by a radio receiver in the phonograph which results in the selection of the right record. The other is the "distortion discriminator," a device which in effect "listens" to the noise in the room and adjusts volume output accordingly and automatically.

A few weeks ago, more than 180 men underwent training at Aireon on servicing and maintenance of music boxes. Eventually, the distribution and sales force outside of Kansas City will total 600 persons.

The Slater, Mo., plant is expected to grow to a size even larger than during the

(See SPEED, Page 36)



First full page ad in Wurlitzer's program of selling music, via the automatic phonograph, direct to the patron through national media.

Wurlitzer Launches Nat'l Ad Campaign

NORTH TONAWANDA, N. Y.—In a unique promotional drive, the Rudolph Wurlitzer Co. has inaugurated the first national advertising program ever instituted in the commercial music industry.

Emphasizing that the program will be merchandised to a "fare-thee-well," company officials explain that the program consists of full-page advertisements in color in national magazines, nation-wide schedule of outdoor billboard posters, posters and permanent frames for location walls, and direct mail pieces from the company and the advertising departments of the

(See AD CAMPAIGN, Page 36)

Rock-Ola "Phonograph Of Tomorrow" Is Here!

CHICAGO—" . . . superb musical delivery with brilliance of tone and colorful animation!"

Such is the official exclamation from Rock-Ola executives when describing the new Rock-Ola supertone "Phonograph of Tomorrow" now being premiered at the showrooms of Rock-Ola Distributors all over the country.

Some special points of interest on the new Rock-Ola include the line-o-selector—a unique alignment of program and corresponding selection of buttons which makes possible quick, sure choice of play; three-coin entry with drop-type single unit slug rejector; true-tone, high fidelity rubber cushion mounted amplifier; and composite front for easy accessibility to all units.

President David C. Rockola further elaborates on the musical instrument which reflects his progressive and inventive nature. "A poll of phonograph operators helped to determine which features were most desired. Then our technical staff was instructed to spare no expense in engineering a product that would incorporate these operator-approved features while upholding the Rock-Ola Standard for simplicity of construction and accuracy of mechanical operation. The result is built into such money- and time-saving features as the chromium plated long-life mechanism, record tray release with pull-out bar for instant record changing, single removable program plate for quick title-strip corrections, construction of complete light-up assembly into front door, and the easy disconnect, removal and replacement of every electrical unit—the entire electrical system has been enclosed in one compact housing."

TURN PAGE

CALIFORNIA MUSIC OPERATORS ASSOCIATION

Officers

GEORGE A. MILLER
State President and
Business Manager

L. H. STRICKLER
Vice President

MILES K. STANDISH
Secretary

LUCILLE MADDOCK
Office Secretary and Treasurer

Board of Directors:

C. G. SILLA
Chairman

C. L. SPEAR

J. K. THOMPSON

FRANK MORGAN

J. R. RAMOS

California Music Operators Association

Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President

128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA



Regional Managers appointed by the Packard Manufacturing Corp., include (left to right) Roger Q. Kramer, Harry Moseley and Robert S. Bleekman. Kramer covers the Rocky Mountain area and headquarters in Denver, Moseley has the Southeastern region and Bleekman is Chicago regional manager. All three men have wide acquaintance in the trade.

"... furthermore," mentioned A. R. Kelso, Rock-Ola executive vice-president, "every new feature incorporated into the 'phonograph of tomorrow' first had to meet three exacting tests: will it (1) increase play-appeal, (2) add to attention-interest, (3) cut maintenance costs. However," he continued, "our effort to give operators the very best doesn't end with mechanical advantages!

"For Rock-Ola's nation-wide service organization, with each distributor carrying a full stock of parts, enables the operator to enjoy 'expedited servicing', thus maintaining a regularity of individual phonograph income which keeps locations 'sold'. To back up this great nation-wide program," added Kelso, "the entire Rock-Ola plant and all facilities have been reconverted to civilian production after completing vital war-time assignments with an enviable record."

"A brief pre-view of the new Rock-Ola," enthused Sales Manager J. A. "Art" Weinand, "quickly reveals why it is expected to pep up average locations and make good ones still more profitable. Just like another grand opening night when it flashes on, introducing the most brilliant and animated color display ever inspired, and when musical selections are reproduced in true-life tone fidelity another Rock-Ola Phonograph has won top-billing.

"It's the nickels, dimes and quarters

that ride the coin chutes which determine the success of the operator," continued Weinand, who went on to explain this statement by saying: "To help operators receive the greatest profitable return on their Phonograph investment, a dynamic, original sales campaign has been developed to make Rock-Ola the preferred name in phonograph music. The details of this plan are now in the hands of all Rock-Ola Distributors."

It remains for vice-president A. R. Kelso to clarify the Company's operator policy. He does it in a few well-chosen words which unmistakably indicates that fair, equitable dealing is the cornerstone of all Rock-Ola transactions. "Our success is founded on the prosperity of Rock-Ola operators. This understanding enables us to recognize our primary aim quite clearly; to make it possible for every Rock-Ola Operator to enjoy a profitable business. Toward the realization of this objective, the Rock-Ola organization has pledged sincere co-operation and the most effective support."

AD CAMPAIGN

(Continued from Page 35)

magazines to distributors, operators, and location owners.

The program comes close on the heels of Wurlitzer's introduction of the new Model 1015 phonograph and is intended to back up the company's organization in the field.

Besides the full-page advertisements appearing in the *Saturday Evening Post*, *Collier's*, *Look* and *Liberty*, colorful decals for placement on location doors, windows and back bars will plug "Wurlitzer Phonograph Music" and the slogan, "America's favorite nickel's worth of fun."

As explained by M. G. Hambergren, vice-president and director of sales, the campaign will stimulate business for location owners, increase play on the phonograph, and aid operators in getting and holding better locations. Lastly, it is expected to give the American public a more constructive understanding of the coin machine industry as a whole.

SPEED

(Continued from Page 35)

war. In addition to the speakers produced there for Aireon, the company plans to produce speakers for other phonographic and radio concerns. The Slater pay roll eventually may reach 800 persons with a daily output of 3,000 speakers. In addition to the music boxes, the company will produce auxiliary parts, such as remote speakers and coin boxes.

President Walker stated that the music box business before the war was almost 150 million dollars annually. There are now 500,000 boxes in operation in the United States and replacements average 100,000 a year. He pointed out that since there have been no replacements since 1941, there is a backlog of orders of almost one half a million of the units.

The company soon will be producing three types of new boxes. They are different sizes and known as the Super De Luxe, Artisan and Fiesta. They range in price from \$750 to \$900 each.

* * *

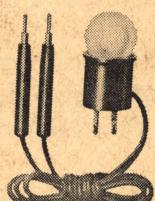
And then there was the little man who tore around the top of a Wheatie box because it said, "Tear Around Here."

* * *

Is she cold? Why, she's got Arctic circles under her eyes!



David C. Rockola, president



STANDARD BRANDS Plug-in Test Lamp

Tests Everything Electrical

Speeds Up Trouble-Shooting

PRICE \$1.50

BADGER SALES CO.
1612 W. PICO BLVD.
LOS ANGELES, CAL.

BADGER NOVELTY CO.
2546 NO. 30th STREET
MILWAUKEE, WIS.

Exotic! RIGHT OUT OF FAIRYLAND
LIKE A MAKE-BELIEVE BUBBLE-BATH
IN ENCHANTED PINK CHAMPAGNE!



PACKARD
PLA-MOR No. 1000

Out of this World

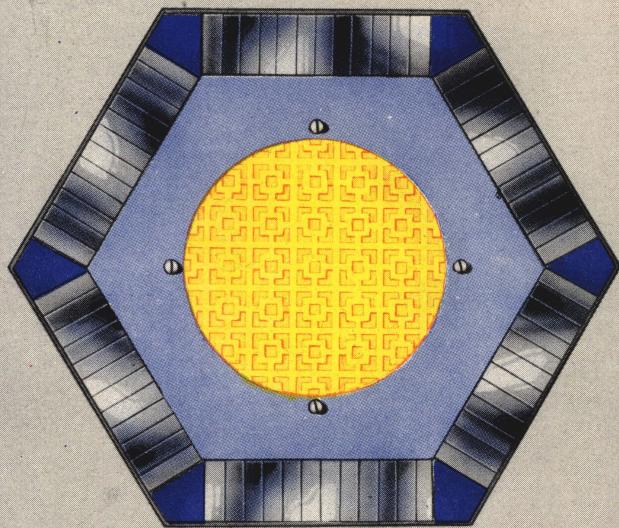
SHIMMERING ★ SPARKLING ★ SCINTILLATING ★ SPECTACULAR

For sheer, sparkling, scintillating, effervescent beauty, nothing can approach the 1000—Packard's proudest speaker presentation. For tone—liquid melody floating in the air—no ceiling speaker can touch it. It's more than beautiful. It's truly "out-of-this-world"—like a bit of enchanted fairyland—like a make-believe bubble-bath in pink champagne.

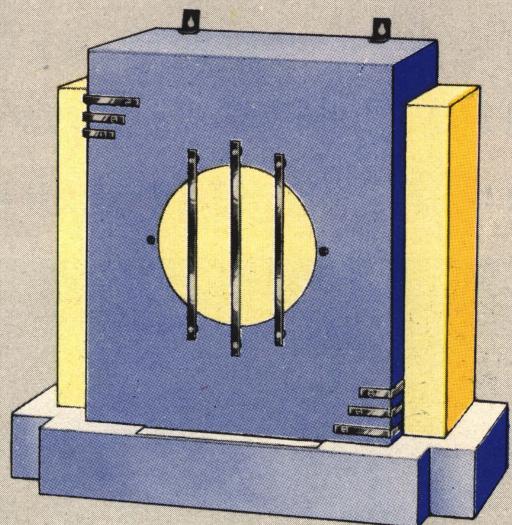
Ink and paper can't tell you about it. You have to *experience* it. And seeing it *is* an experience. It really does fill the room with bubbles—bubbles of reflected colorful light—dancing on the walls, on the pillars, on the tables—on the patrons. This is for your deluxe locations—and the ones that want to be—the dream-boats and wonderbars. Unmatched! Unparalleled!

IT ROTATES — OPERATES WITH ANY PHONOGRAPH — IT'S TERRIFIC

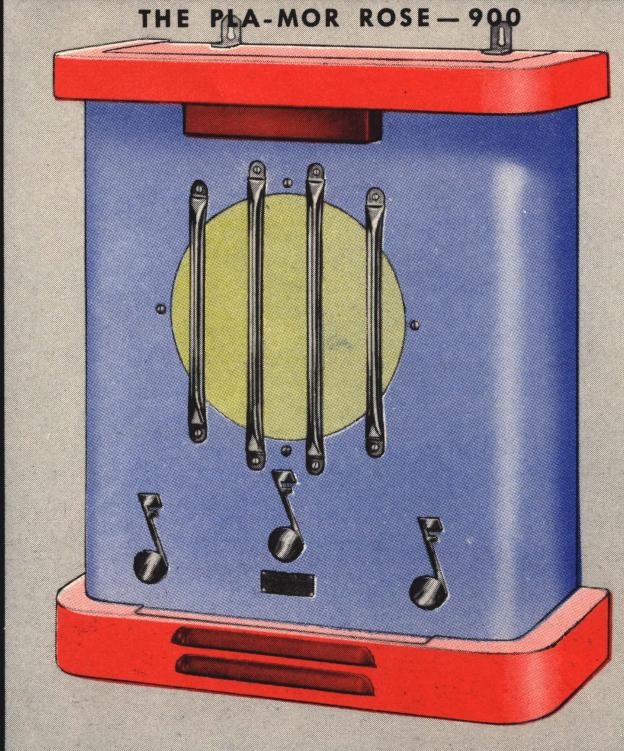
THE PLA-MOR DAHLIA—700



THE PLA-MOR DAISY—800



THE PLA-MOR ROSE—900



*Sell YOUR MUSIC!
DON'T JUST Offer IT!*

● These auxiliary wall speakers—plus No. 1000 on the preceding page—complete a line unmatched in excellence—and in irresistible music salesmanship.

Shown here—in natural color—are the Dahlia (16-inch hexagon—8-inch p-m speaker); the Daisy (20 by 21 inches—8-inch p-m speaker—indirectly lighted) and the Rose (24 by 28 inches—12-inch p-m speaker—indirectly lighted top and bottom). They're beautiful. They're decorative.

In tone, there's nothing better. It's the band in person. Packard adds nothing—takes away nothing. It's the true voice of the instruments—just as recorded—just as the listener wants it. Such reproduction means each beautiful melody calls for another. Packard sells your music—doesn't just deliver it!

Pla-Mor Speakers operate with any phonograph—floor or hideaway. Add Pla-Mor Selective Remote Control Wall Boxes and you have the Packard Pla-Mor Music System—tops in quality—fairest in cost—surest in bringing extra profit.

PACKARD
(PLA-MOR)
MUSIC SYSTEM

PACKARD MANUFACTURING CORP.

HOMER E. CAPEHART, Chairman of the Board

The Dollar Disc Is Here To Stay!!

The so-called "dollar record" (actually selling for \$1.05 including tax) generally is considered a war-baby. The facts are, however, that several of the independents were manufacturing the dollar record quite awhile before the war. Now that reconversion is upon us, many record dealers and music operators are wondering about the future of the dollar record. Some of the leading independent record companies have announced their intention to continue in the dollar field and are confident that there will be a market for the higher priced record.

An examination of the "dollar versus 37 cents" question reveals that both sides have some pretty good reasons for their position.

The old law of supply and demand has been working overtime during the war years, but this is not by any means the only reason why the dollar record has prospered. True, operators often bought higher priced records because they could not get sufficient quantities of lower priced records. But it should not be overlooked that many of the hit tunes of the last few years were introduced by the dollar people—and because they were hits and in great demand, operators bought dollar records, gladly, and with substantial profit.

There is nothing to indicate that the dollar people are going to stop turning out hits—in fact, most of them are showing more and more ability to produce

what the public wants most. Likewise, it appears pretty certain that not by the end of this year or even later will records be available in quantities equal to those before 1941. And certainly costs of labor, materials, talent, etc. are not going to drop for a long, long time.

Considering these facts, it would appear that the dollar record will be with us indefinitely.

We can get a better insight into the reasons back of the dollar record by the "case history" method. Let us take *Excelsior Records*, started in 1937 by Otis Rene, pioneer West Coast independent record producer.

Rene was a wellknown popular song writer, and back in 1937 he decided to do more to popularize his songs. Being thoroughly experienced in the music field and having the ability to recognize a hit tune, he was confident that he could turn out profitable records. His first step was to sign up the Four Tones quartet and the Eddie Beal trio and to record his own song, "Someone's Rockin' My Dream Boat." Retailing at 60 cents, this number sold 10,000 in Southern California.

Rene learned two things from this venture. First, that he could not meet expenses selling his records for 60 cents. Second, that the field for the independent producer was wide open. It also was obvious that he would have to have his own pressing facilities. So with his brother

Otis Rene and Jack Gutshall, a record distributor, he organized the RGR Record Manufacturing Co. and signed up the King Cole trio for two numbers, "All for You" and "I'm Lost." Both were hits. The first number sold 250,000 copies, and the latter, an original by Otis Rene, sold 180,000 copies. The price was one dollar each.

By continuing to use small combinations and avoiding large orchestras and by choosing highly saleable numbers, this company has been able to continue in the dollar field.

During the war most of the big bands were broken up and small combinations became more popular. This development was very beneficial to the dollar record business which all along had continued to use small combinations, which still are the principal groups on all independent records. The effect of this widespread use of small combinations has been to broaden the field for singers and instrumentalists and to bring to the public a wider variety of artists and music. The independent record people have stimulated the public's interest in music, increased the sales of records, and developed many artists who would have remained unknown had they had to rely on the big record companies to exploit them as big names. The success of independent records has proved that arrangement and rendition can often be more important than a name.

One independent record producer whose records sell for one dollar puts it this way: "The one dollar record will continue to be made and will continue to find a wide market because the public will pay more for records that are better recorded, have better artists, better arrangements, better songs, and better popular appeal. This is

(See DOLLAR DISC, Page 42)

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FOR
APRIL
1946

Now Delivering - - - -



PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

REMOTE CONTROL BAR BOX

"The Box That Has The Play Appeal"

Here is the box that is yet to be equalled—the slickest sure-fire profit-maker in the Music Industry. And remember this, you're not providing the proving ground for a new and untried box when you install PACKARD PLA-MORS. The Box has been thoroughly proven in all types of locations, under all kinds of operating conditions, for the past 7 years. Buy PLA-MOR and you buy the finest!

Come In Today!

PLA-MOR DISTRIBUTING CO.

1511 West Pico Blvd.

EX. 3404—FE. 1171

Los Angeles 15, Calif.



W. E. Simmons and Jack



Frank Robinson and George Hodgson



A Group of Coin Machine Operators

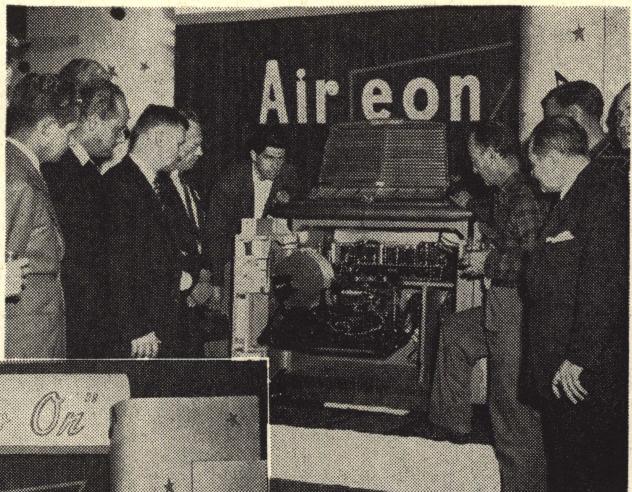
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Aireon by Air



Aerion in Operation



Milton Noreiga, Milton H. Lange, "Shorty" Gaunt, Neva Hightower, Mr. and Mrs. Ray Smith

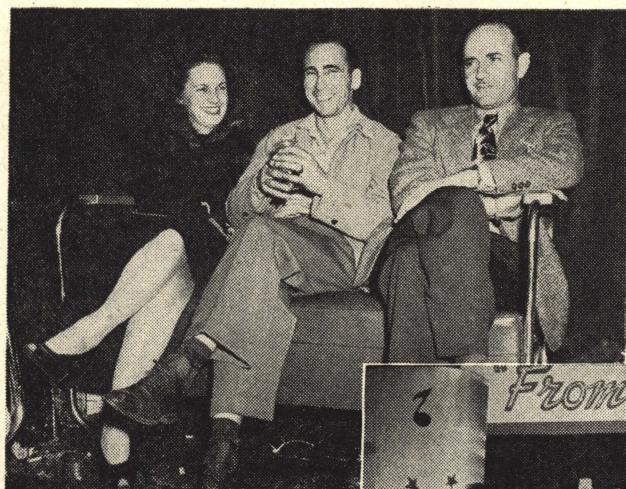
JACK GUTSHALL DISTRIBUTING CO.



Jack, Mr. Jones and Paul Johnson



Jack and Mr. and Mrs. Devilbiss



Mr. and Mrs. "Smokey" Leinert
and Sheridan Thompson



The Lawrence Brothers
and Jack



Ray Eberts, Art Narath, Tommy Farrell and Jack

1870 W. WASHINGTON BLVD., LOS ANGELES 7, CAL.

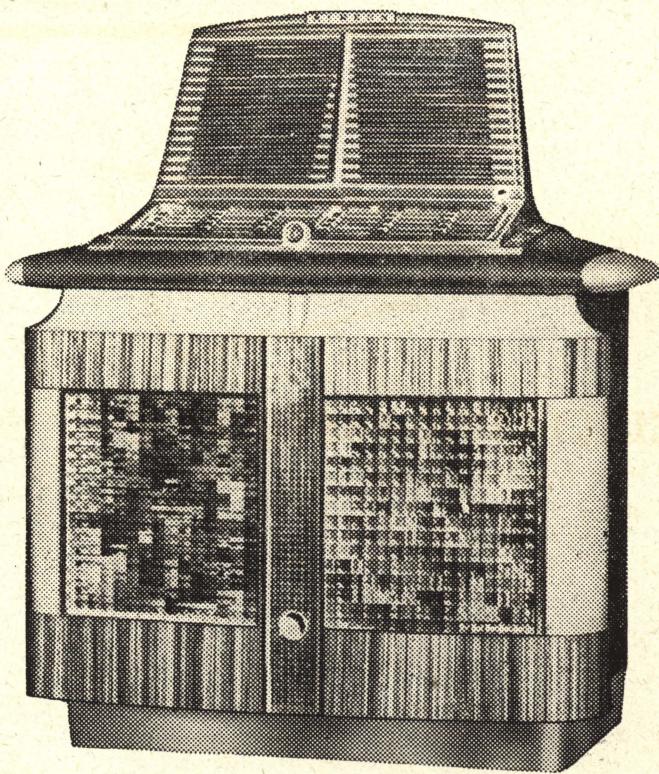
TOMORROW'S PHONOGRAPH Is Here TODAY!

The Sensational New

AIREON ELECTRONIC PHONOGRAPH



Hundreds and hundreds of operators have examined the new AIREON Electronic Phonograph in the past few weeks, and hundreds and hundreds of instruments have been ordered by those same operators. All of which adds up to the fact that the AIREON ELECTRONIC PHONOGRAPH is TOMORROW'S PHONOGRAPH TODAY and the only sensationally NEW phonograph for 1946. Come in and check over the many exclusive features offered by this superlative instrument and you, too, will agree: "From Now On—It's AIREON!!"



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OSBORN DISTRIBUTING CO.

63 Page Street, San Francisco 2, Cal.

DOLLAR DISC

(Continued from Page 39)

proved by the fact that right now many people are paying over a dollar for less-than-a-dollar records solely because they want such records.

"The independent's assets are high quality, outstanding experience, and superior production. As long as the independent can excel on these points the independent can sell dollar records in large volume.

"There is and always has been a large market for \$100 suits, for those who appreciate quality. The existence of \$15 suits doesn't cut into the \$100 suit business. There are separate customers for each, just as there are separate customers for the dollar record and the less-than-a-dollar record."

Another dollar record producer points out that his survival depends on making each record outstanding. He cannot afford to produce a dud because one mistake might wipe out most of his operating capital.

tal. His records must remain pegged at one dollar because his production costs are higher than those of the big companies. His volume of production is lower than that of the big companies, and his pressing costs are higher—18 to 20 cents a platter, in contrast to the big companies' cost of about 8 cents. Each record that he turns out must sell itself, without benefit of the elaborate promotion that the big companies are in a position to provide.

On the other side of the argument, operators and distributors have a legitimate complaint that they cannot buy the dollar record unless it is a hit. They also have sufficient grounds for complaint that many of the dollar people, and other independents too, have too often produced records of very inferior wearing quality. Music men naturally prefer to pay less than a dollar for records, and as records become more plentiful there is no doubt but that the dollar record field will narrow down considerably.

But it appears certain that the dollar

record will continue to flourish—if it can maintain high quality and wide popular appeal, the factors which constitute the original justification for its entry into the music field.

AMI Appoints Pioneer

CHICAGO—W. H. Richardson, of the Pioneer Distributing Co. in Raleigh, North Carolina, has been appointed distributor of AMI phonographs and automatic music in the state of North Carolina.

Pioneer headquarters and showrooms rank among the finest in North Carolina and the service department is one of the best in the country.

Bloom Joins DeLuxe

NEW YORK—Horace G. Bloom has been appointed Sales Manager of the DeLuxe Record Sales Corp. here. He was formerly connected with Interstate Music Sales.

* * *

Diner: Do you serve crabs here?

Waiter: We serve anyone; sit down.

Satisfaction Guaranteed

Phono Needles Re-sharpened
on Precision Grinding
Machines at Low Cost

Over 2000 Satisfied
Phono Operators Use
Our Service

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
\$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
\$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST.

NASHVILLE 3, TENN.

Today's NUMBER ONE Phonograph

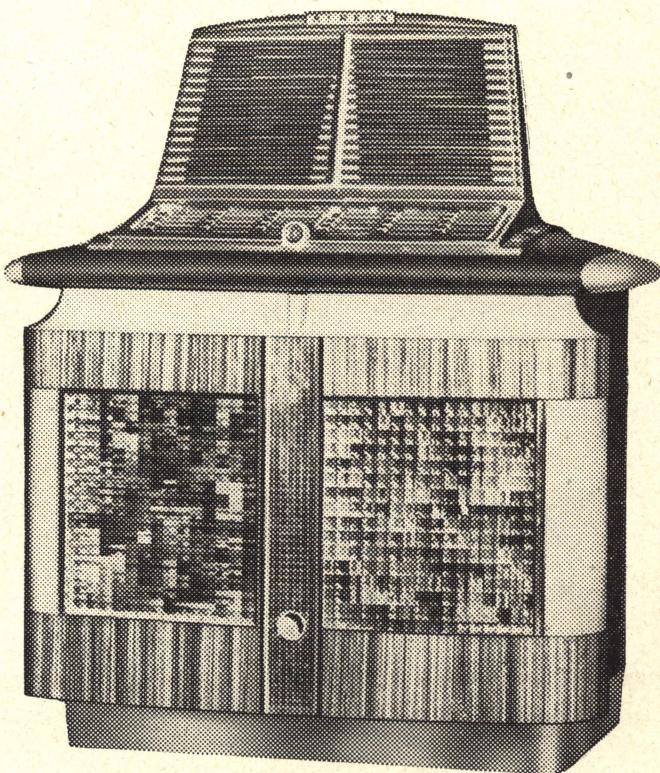
The 1946

Aireon

ELECTRONIC PHONOGRAPH

The New Standard of Electronic Perfection

"A" Day marked the beginning of a new era in music operating . . . an era punctuated with Aireon's quicker, easier servicing and continuous trouble-free performance. Your serviceman can handle far more locations with Aireon—Swing out the Aireon Swing-Free Mechanism, a quick change of records, a reading of the positive money register which totals wall boxes as well as machine deposits—and be on his way, in a fraction of the usual time.



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Come In and See This Remarkable Instrument!

Imagine a phonograph without fibre gears, star wheel, record discs, record trays, universal joints, clutches . . . and with only 25 percent of the usual moving parts? That's the new AIREON Electronic Phonograph. Imagine a phonograph five years ahead in "Eye-Appeal," "Play-Appeal," and "Ear-Appeal"? That's the new AIREON. Models are now on display in our showrooms in Los Angeles and Mexico City. We'll consider it a privilege to demonstrate this revolutionary new instrument to you at your convenience.

NAVARRO DISTRIBUTING COMPANY

Aireon Distributors for Los Angeles, San Bernardino, Orange, Riverside,
San Diego and Imperial Counties

M. E. THIEDE, General Sales Manager

3706 Whittier Blvd.

(ANGelus 5156)

Los Angeles 23, Calif.

— IN MEXICO —

CASA NAVARRO
DISTRIBUIDOR EXCLUSIVO de AIREON

Aquiles Serdan No. 55

Telefones: L2252 y 111709

Mexico, D. F.



Bill Simmons, Nick Carter and Don and Bob Storment strike a pose around the new Aireon instrument at the Nickabob showing. The Storments placed an order for a substantial quantity of Aireon phonographs.



"A" Day in Los Angeles found Robinson and Hodgson of R. & H. Amusement Co. very interested in the innards of the new Aireon instrument on display at the Nickabob Co.

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Aireon Phonograph Unveiled At Five Coast Showings

LOS ANGELES — Air-delivered models of the new Aireon electronic phonograph were unveiled on a so-called "A-Day" in Los Angeles on February 27th with three distributing organizations displaying the models and holding open house for hundreds of Southern California operators.

Participating in the triple showings held at their respective distributing headquarters, were Jack Gutshall Distributing Co., Navarro Distributing Co., and Nickabob Co. A spirit of cordiality and conviviality pervaded all three of the showings with the organizations providing the ultimate in fine food and beverages for visiting operators. Hams, turkeys, chickens and salads were served in huge quantities and Gutshall added an extra treat by serving a full barbecue elk.

However the main feature at each of the showings was the new Aireon Instrument which marks the advent of this new manufacturer in the coin-operated field. Machine is drastically different in many ways. Its console lines are smooth and graceful. Ease of accessibility to all mechanisms and allied component parts is an important feature. A hideaway rack allows extraction of entire mechanism in a matter of seconds through the front door. Colorful lighting controlled by individual motors animates the front of the instrument and enhances its beauty. Organ type selection keys are mounted alongside illuminated program strips on the topside of the simulated airplane wing tip trim which provides easy visibility in making selections. Single chute takes nickels, dimes and quarters. Speaker grille of polished metal is projected up from the program panel to give height and balance to the instrument.

Unusual feature of the new machine is an automatic volume control which increases the volume on the phonograph when there is an increase in the noise in a location. In like manner the control tones down the volume when there is a lull or

decrease in patronage and activity in the spot.

Along with the instrument the distributors had on display a line of accessory units including wall and bar boxes and speakers produced by Aireon. Additional accessory items, and another new model to be known as the Fiesta are to be shown in the near future.

Arthur E. Welch, Aireon executive vice-president, flew out from Kansas City to be on hand for the local showings and then TWA'd to Denver for a showing there. Ber-

nard Merge, of Merge Studios, covered the event and snapped over 300 pictures of operators and visiting dignitaries.

Subsequent showings were held on March 1st at the Fresno offices of the Nickabob Sales Co., for operators in Central California and over 150 were in attendance to view the machine and partake of Nickabob hospitality. W. E. Simmons, Aireon Regional Manager for the West, was on hand for the Los Angeles and Fresno showings and then moved on to San Francisco to be on deck for the Osborn Distributing Co. showing at the Hotel Whitcomb on March 3rd.

March 3rd also was selected as the date for a San Diego showing by the Navarro Distributing Co., in the beautiful El Cortez Hotel. M. E. Thiede was in charge of the festivities and more than 100 were in attendance. Theide announced that he booked many orders.

SEEBURG—USED WALLOMATIC WIRELESS BOXES.....\$28.50 USED WALLOMATIC 3-WIRE BOXES..... 24.50

Wallomatic Fiber Inserts

for Replacing Rubbers
in Selector Switch Banks
30c per set

VOLUME CONTROL KEYS

for Seeburgs and Wurlitzers
Package of 24..... \$1.00
Package of 100..... 3.00

QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS
Terms: 1/3 deposit, balance C.O.D., F.O.B. Los Angeles

Seeburg and Wurlitzer
Heavy Duty
REPLACEMENT CASTERS
\$1.60 per Set of 4

Seeburg
PICK-UP COILS
Except 8800-9800
\$1.50 Each

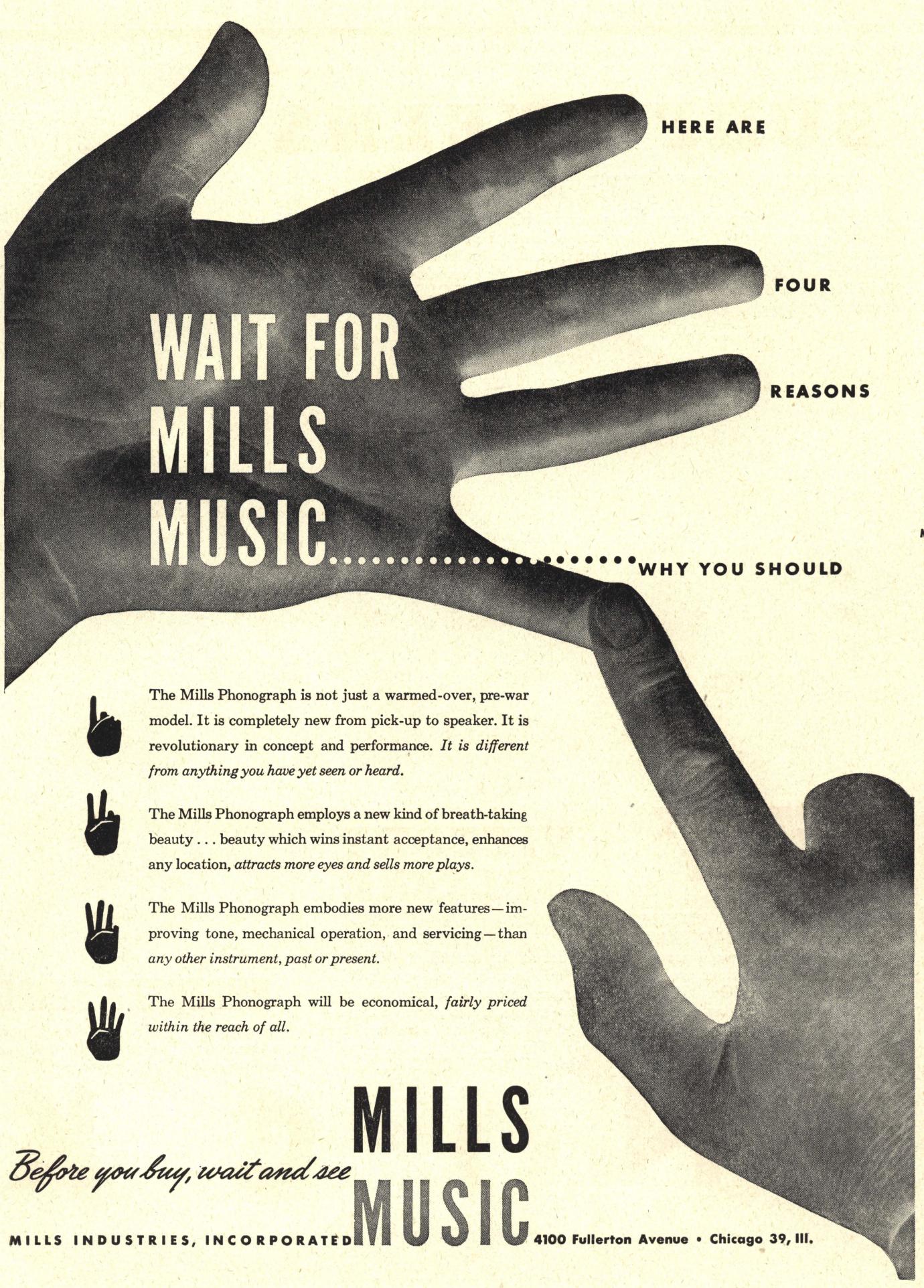
FACTORY GUARANTEED AGAINST
DEFECTIVE WORKMANSHIP AND MATERIAL

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd.

(MANUFACTURING
DIVISION)
Drexel 2341

Los Angeles 15, Calif.



WAIT FOR MILLS MUSIC.....

HERE ARE

FOUR

REASONS

WHY YOU SHOULD

COIN
MACHINE
REVIEW

51

FOR
APRIL
1946

 The Mills Phonograph is not just a warmed-over, pre-war model. It is completely new from pick-up to speaker. It is revolutionary in concept and performance. *It is different from anything you have yet seen or heard.*

 The Mills Phonograph employs a new kind of breath-taking beauty . . . beauty which wins instant acceptance, enhances any location, *attracts more eyes and sells more plays.*

 The Mills Phonograph embodies more new features—improving tone, mechanical operation, and servicing—than *any other instrument, past or present.*

 The Mills Phonograph will be economical, *fairly priced within the reach of all.*

MILLS MUSIC

Before you buy, wait and see

MILLS INDUSTRIES, INCORPORATED

4100 Fullerton Avenue • Chicago 39, Ill.

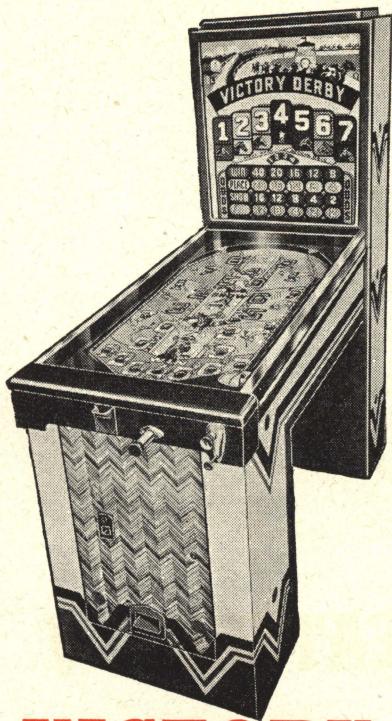
4 BALLY TOPNOTCHERS!

To Take Care of Every Location!!

SURF QUEENS

NEW FIVE BALL NOVELTY GAME

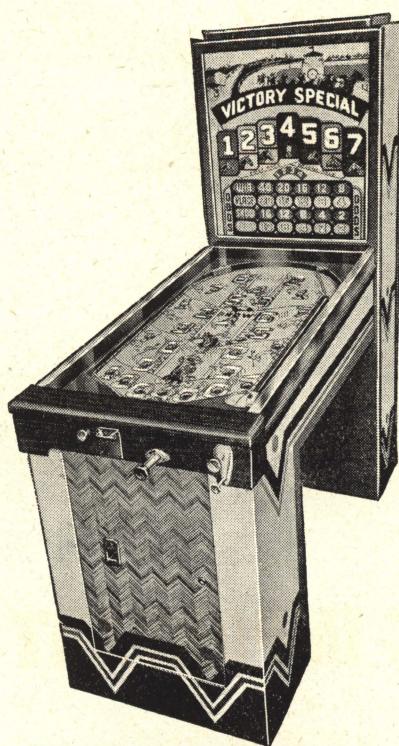
Designed by a successful operator known for his ability to pick winners, SURF QUEENS is packed with all the time-tested features of a money-making game, plus new angles that will bring the slowest spots back to life in a hurry. Location tests definitely prove SURF QUEENS a winner in a class with Bumper, Bally Reserve and other famous Bally hits. Be first with SURF QUEENS. Novelty or replay. Quickly convertible. Come in today.



VICTORY DERBY

ONE BALL MULTIPLE PAY TABLE. NEW DAILY DOUBLE INSURES BIG REPEAT PLAY!

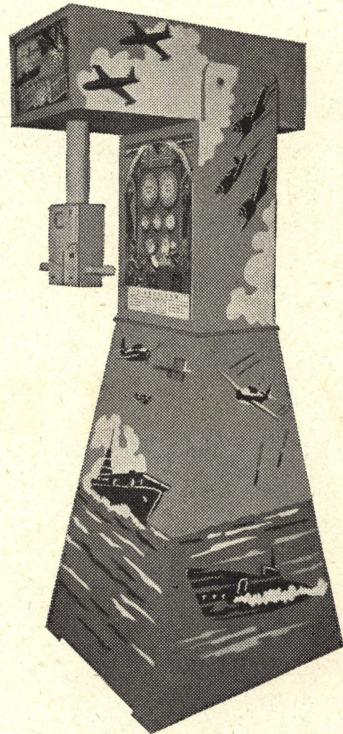
Packed with all the profit-proved features of Bally's famous pre-war multiple games, VICTORY DERBY also introduces new play-stimulating ideas that are pushing profits to a new all-time high. Order today for early delivery!



VICTORY SPECIAL

ONE OR FIVE BALL REPLAY MULTIPLE

Bally's big beautiful VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five ball play . . . and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.



UNDERSEA RAIDER

Plenty of thrills in this flashy, upright game. Ideal for Arcade use. A profit-maker of the first degree.

N I C K
NICK

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Fairfax 1107

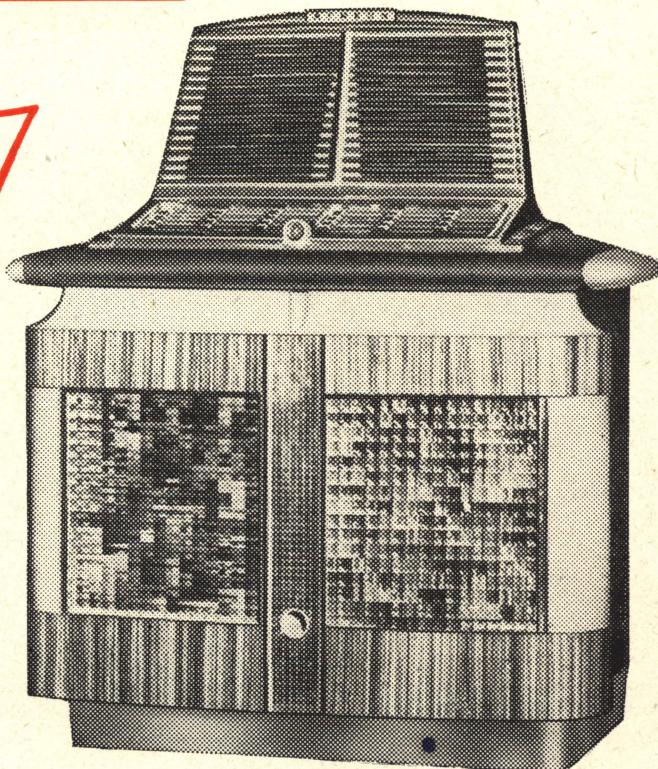
They Came! They Saw! They Acclaimed It! **THE YEAR'S MOST SENSATIONAL AUTOMATIC** **PHONOGRAPH!**

The 1946

Aireon

ELECTRONIC PHONOGRAPH

The Aireon Electronic Phonograph and remote control equipment opens a new profit era for music operators—an age of greater play appeal through electronic beauty and tone . . . an age of quicker, easier servicing, and continuous trouble-free performance . . . of lower operating costs and higher profit levels. Service troubles have been largely eliminated by replacing nearly half the moving parts with electronic impulses, so simple and foolproof that no special skill is required by servicemen. Hundreds of operators and servicemen in attendance at our recent showings in Los Angeles and Fresno marveled at this extraordinary instrument.



✓ CHECK THESE IMPORTANT FEATURES ✓

Ease of Accessibility to All Mechanisms, and allied components. May be extracted in a matter of minutes through front door.

Sensationally New Tonal Arch adjusts to assure custom tailored reproduction for locations of every size and shape.

Parabolic Sound Distribution or "tone flooding" leaves no dead spots in locations.

Specially Constructed 15-Inch, 12,000-Cycle Speaker carries maximum full range of harmonics and tone frequencies under the most extreme conditions.

Rim Drive Turntables of the type used by major radio stations. No motor hum or gear noises can be transmitted from turntable to pick up.

Built to Control and Match Frequency Range of contemporary records. Does not carry into ranges in which no music has been placed on records.

New and Different Record Handling: No sagging trays, no grabbing of the record.

Aireon's Exclusive "Distortion Discriminator" provides for AUTOMATIC volume control under any and all conditions.

Faster Change Cycle of Records provides for more plays per hour, thus greater earning potentialities.

Positive Recording of All Money dropped in either remote control boxes or phonograph, plus individual record of all over-plays and record popularity.

Positive Action Frequency Control over co-axial cable insures long life trouble free operation of wall and bar boxes.

Pick Up Head is made of new lightest weight magnesium, insuring less record wear and true tone fidelity.

Come In For A Demonstration Today!

A B O B
CARTER

NICKABOB SALES CO.

602 FULTON STREET

FRESNO 1, CALIF.



Bert Beutler

Beutler Joins Wolf

LOS ANGELES—Bert Beutler, a seasoned veteran in coin machine circles, joined the M. S. Wolf Distributing Co., on March 14th as Manager of the new Seattle office of the organization.

Beutler has come up through the ranks in the Coin Machine Business. Starting out as an operator "way back when," Bert subsequently advanced to important positions with Paul A. Laymon in Los Angeles and then on to manager of the local branch for the E. T. Mape Distributing Co. His love for the Northwest Territory and the Sound led him to go north and

assume managership of the Jack R. Moore branch in Seattle. Happily situated there, Mr. and Mrs. Bert declared "This is the place for us. We love Lake Washington and the Sound and we intend to stay right here."

Beutler took over on the 14th at the new Wolf establishment to supervise improvements and alterations being made in the building recently purchased and to get it in readiness for the Grand Opening and Premier Showing of the new AMI Phonograph on April 10th and 11th. New Seattle headquarters are located at 2313 3rd Avenue.

Beutler expects to arrive in Los Angeles on the 23rd to discuss plans for the Seattle branch and to take in the March 27th and 28th local showing of the new AMI equipment. Also on hand will be Jim Mangan, Public Relations counsel for AMI and director of advertising for M. S. Wolf Distributing Co. who is flying out from Chicago to be on hand and aid in directing activities.

AMI in NY

CHICAGO — Barney Sugarman, Mike Munves and Abe Green, of Runyon-Sales, Newark, N. J., will introduce the new AMI phonograph to eastern operators the end of this month, when they hold a premiere showing in New York.

Messrs. Sugarman, Munves and Green take great pride and pleasure in having the whole East Coast look at the simplest phonograph mechanism ever created, which permits a lightning change of records. The AMI plays 20 records giving 40 selections at the will of the player.

Jim Mangan will be on hand to collaborate with the Runyon officials, according to DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Co.

MOASC Holds Fifth Meet

LOS ANGELES—Schedules of taxes due April 1 on automatic phonographs, wall boxes and counter boxes were about to be placed in the mails for members of the Music Operator's Association of Southern California, it was announced at the Association's fifth meeting held March 11 at the North Star Auditorium.

A report at the meeting was also given by the committee working on a California State charter for the Association. It is expected that the charter will further promote goodwill and benefits among local music operators.

The question of union membership was again discussed. Direction of the discussions was along the lines of possible union membership for the organization as a whole rather than for individual members of the Association.

It also was announced that stickers will soon be ready for posting on automatic phonographs showing the operator's affiliation with the MOASC.

Other matters taken up were membership in the Coin Machine Industry Association, and the question of membership in the State Chamber of Commerce.

The meeting was well attended with the following officers present: R. S. Gallagher, president; Sam Ricklin, vice-president, Walter Schwartz, secretary-treasurer; Dell Cluff, Jay Bullock, H. D. McClure, board of directors.

Offers Wired Music

CLEVELAND, Ohio—A new wired music service, Broadcast Melodies, has been inaugurated by the Broadcast Melodies division of WJW Enterprises, Inc. It will serve Cleveland and northern Ohio. Bill Lemmon, who served with the merchant marine, has been named general manager.

MULTIPLE MUSIC AND MULTIPHONES

Copyright 1946

Kenneth C. Shyvers

TO THE COIN MACHINE AND MUSIC PRODUCING INDUSTRY, TO ALL CAFES AND ALL TAVERNS INTERESTED IN MUSIC:

MULTIPLE MUSIC introduced by myself and associates has now reached a point where it becomes a basis for MUSIC FOR MILLIONS.

Briefly, MULTIPLE MUSIC is somewhat as the name implies, MULTIPLE. Played just under the speaking voice level, it is altogether practical to operate in a single establishment several different MULTIPLE UNITS. Each group can be playing a different selection, being entirely independent of the nearby group or groups.

It becomes immediately apparent that this type of presentation is not only selective but personal, and the player can obtain several selections for the price of one, as he will hear not only his own selection but also selections selected by a first or another player. Naturally he hears this music until his selection is rendered, when his particular device cancels out.

Additional mechanical and electrical arrangements are anticipated by the inventor wherein a player may wait if a circuit is busy and it will then render his pre-selected number.

Due to over-natural volume or excess volume secured by artificial amplification, objections have been made to such an extent that the entire PHONOGRAPH and WIRED MUSIC industries have created such a wave of protest that they are

in danger of eliminating their own operation by over-volume and the prevention of natural conversation.

Further, this loud music is becoming unpopular as it is creating headaches and other nervous irritation in a great many cases.

Certain newspaper writers throughout the country have taken issue and have decidedly decreased the play, and have even influenced certain operators to run blank records to guarantee three minutes of silence. This condition is entirely corrected in the MULTIPLE MUSIC SYSTEM, as the patron does not secure music until he buys it and is able at all times to enjoy his food or his refreshments while carrying on a normal conversation in a normal tone of voice.

Selective MULTIPLE MUSIC, through MULTIPLE phonographs or MULTIPHONES through wires, returns the music business to selectivity again as no selectivity exists in busy locations today, as these busy locations with many numbers ahead created rotation operation which was discarded and deserted in 1928 as obsolete, old-fashioned and undesirable and far from personal.

MULTIPLE MUSIC and MULTIPHONES in fact become your music, as several hundred numbers can be programmed to suit all classes, types of people, as well as all nationalities.

Kenneth C. Shyvers

a·m·i

COIN
MACHINe
REVIEW

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FOR
APRIL
1946

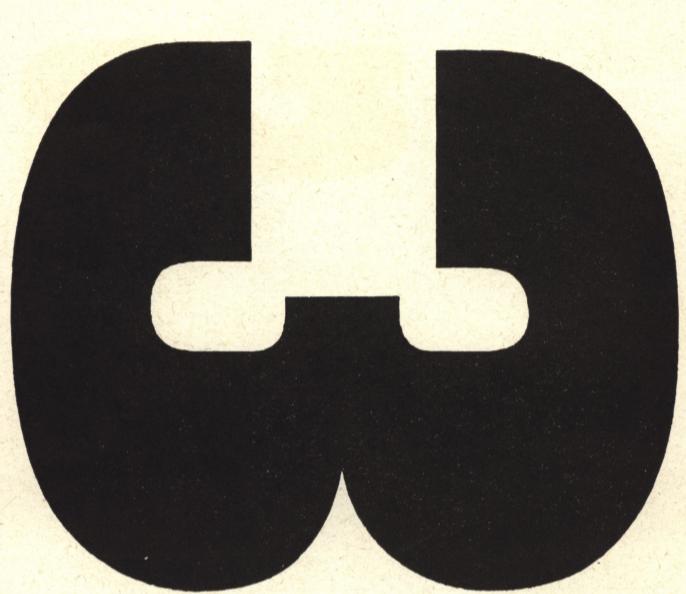
For months the three most frequently pronounced letters of the music operator's alphabet have been AMI. None of this blatant "Watch AMI!" "Look to AMI!" "AMI this and AMI that!" No—but in soft tones and respectful cadences the wisest men in the business have been speaking these magic letters knowing a little something of the meaning they will soon reveal.

a·m·i

The whole West Coast will attend these

See the No. 1 Phonograph. Super-illuminated. Countless new features for player and operator. Plays 20 records to give 40 selections.

AMAI SHOWS



LOS ANGELES . . . MARCH 27 & 28 • 1348 VENICE BOULEVARD

SAN FRANCISCO . APRIL 3 & 4 • 1175 FOLSOM STREET

SEATTLE APRIL 10 & 11 • 2313 THIRD AVENUE

→ **M. S. WOLFF DISTRIBUTING COMPANY**

(FORMERLY CALIFORNIA AMUSEMENT CO.)

Coin Machine Acceptance Corporation

A SPECIALIZED CREDIT AND
FINANCING AGENCY FOR MAN-
UFACTURERS AND DISTRIBUTORS
OF COIN-OPERATED MACHINES



BIG ENOUGH TO FINANCE ANY DEAL OF ANY
SIZE FOR ANY MANUFACTURER OR DISTRIBUTOR
IN THE INDUSTRY.

COIN
MACHINE
REVIEW

58

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APRIL
1946

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

Phonetone in Production

NEWARK, N. J.—H. F. Dennison, president of Personal Music Corp., announces that his firm is now making shipments of Measured Music System equipment throughout the country.

Personal Music acquired the manufacturing, patent, and trademark rights of the Phonetone and Measured Music systems from the inventor, W. S. Farrell. For some time the firm has been working on improvements and trying out the system in studios in five major cities. These five studios will be continued, according to Dennison, but the music equipment is also being made available to independent operators.

Phonetone systems use telephone wires from a central studio to service a number of locations. The studio is equipped with two automatic record players, which alternate in order to insure an uninterrupted flow of music, and amplification equipment. Listeners at the locations insert a coin. A master unit at the location re-

ceives the music via telephone wire, re-amplifies it, and distributes it to the individual Phonetones. Only listeners within the immediate vicinity of the small speaker unit can hear the music.

A penny insertion brings three minutes of continuous, non-selective music; a nickel produces six minutes of music. Programs are usually arranged to provide a variety of music and to include old favorites as well as the latest hit tunes.

One of the biggest problems the company had to solve was that of controlling the volume of various records. For example, a slow, even-toned waltz might be followed by a fast, brassy number. This made it difficult to maintain an even volume without distortion of tone. A great deal of research was necessary before the solution of this problem was reached.

Eaton Receives Gifts

CHICAGO—Doc Eaton, general sales manager for AMI, was the recipient on February 26th of a very rare book of wood carving prints presented to him by Jim Mangan, of Mangan and Eckland.

The prints are made from rare wood carvings by the English artist, Thomas Bewick, who lived in the late 1700's and early 1800. Known as the greatest wood engraver of all time, he was never able to have his wood blocks printed until R. H. Middleton, Chicago type designer, did it 100 years later.

Mangan, who is world champion top spinner with unbroken records of 37 years' standing "10,000 times down the string" and "10,000 times on the string," also presented Eaton with the first postwar top made of airplane aluminum. Top was inscribed: "To Doc Eaton, tops in the phonograph world." Mangan's top spinning feats were featured in the Sept. 10th *Life*.

PHONO NEEDLE RE-SHARPENING

The Only Successful
Service of Its Kind
In Operation

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

No Discount Penalty To Rock-Ola Time-Buyers

CHICAGO—With an announcement that affects the pocketbooks of every phonograph operator in the country, David C. Rockola, president of the Rock-Ola Manufacturing Corp., has removed the lid on an unusual finance plan that calls for a one price policy on all transactions, whether purchase is made "on time" or for cash.

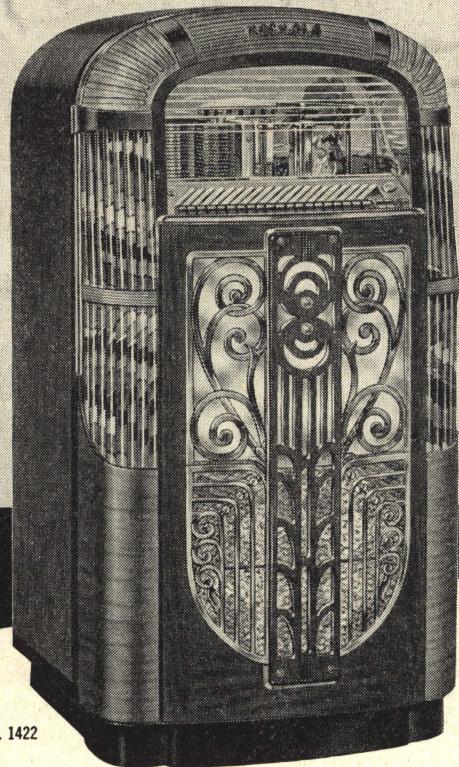
"Now, all bona fide music operators in their purchases of the Rock-Ola—phonograph of tomorrow' will participate in the cash discount," stated Rockola. "Here-tofore the time-buyer, in addition to finance charges, had the loss of the customary 10% cash discount to consider when figuring the cost of his equipment. Our Plan removes the penalty formerly imposed on the time-buyer and offers the cash-purchase-advantage to all music operators."

Under this new arrangement, Rock-Ola officials state that every instrument will be tagged F.O.B. factory, Chicago. "There will be the usual interest rate legally defined for 'on time' transactions and no more!" affirmed A. R. Kelso, executive vice-president. "The only deviation from the advertised cash price to the trade will be the difference imposed by transportation charges and sales or use taxes."

Klein Buys Building

MILWAUKEE—Klein Distributing Co. via Harold Klein, owner, has announced purchase of the building at 2606 West Fond du Lac Avenue for offices and showrooms. The company plans to handle other coin machine equipment in addition to the Aireon line for which it is a distributor.

NOW ON DISPLAY...
With a World of New Features



MODEL NO. 1422

The
**PHONOGRAPH
OF TOMORROW**

OPERATORS
Cash
Price \$ 595.00
F. O. B. Chicago, Illinois
FEDERAL EXCISE TAX INCLUDED

ROCK-OLA Manufacturing Corporation
800-N. KEDZIE AVE., CHICAGO 51, ILL.

*Strategically
located*

**THESE PIONEER AND W
ARE READY TO**

ROCK-OLA - The Phono

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PUGET SOUND NOVELTY Co.

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SEATTLE 99, WASHINGTON

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Streamlined Distribution in the Modern Manner*
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ROCK-OLA



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ELL ESTABLISHED ORGANIZATIONS SERVE YOU WITH THE NEW graph of Tomorrow!

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A. C. RUD COMPANY

NORTH 13 BERNARD STREET, SPOKANE 10, WASH.

Telephone: MAin 1475

E. GEORGE BENNETT

WILLARD WAYNE

C. R. MERRILL



ROCK-OLA

- FOR LEADERSHIP!





RECORDS

APOLLO

3★ 103 Georgia Peach
HERE AM I, DO LORD SEND ME
(Spiritual)

SHADY GREEN PASTURES (Spiritual)

The profit possibilities of spirituals have not been completely proven on automatic phonos but it seems reasonable to believe that a disc of this quality will be profitable to use in race spots at least. La Peach is backed by a vocal group known as the Harmonaires. Interesting to listen to and packed with musical entertainment in typical colored spiritual style.

4★ 359 Georgie Auld
CONCERTO FOR TENOR (Inst. FT)
TAPS, MILLER (Inst. FT)

A mess of hot grooving on this platter. The Auld combo breaks forth with some terrific instrumental work that looks like duck soup for a clean-up in the jitterjoints. Especially noteworthy is their work on the Count Basie number on the "B" side. Good.

4★ 362 Wynonie "Blues" Harris
SOMEBODY CHANGED THE LOCK
ON MY DOOR (V)
WYNONIE'S BLUES (V)

This blues chirper has worked up a tremendous following in race spots and this pair of ditties will show why. Unique blues style, with torrid lyrics. "B" side is equally exciting. Very good.

3★ 364 Willie Bryant
BLUES AROUND THE CLOCK (V)
Parts I & II

Progressive blues with Willie vocalizing the

interesting lyrics. Definitely slanted for race spots and in them this one will score heavily. The Tab Smith Septette does a bang-up job on instrumental work. Good.

3★ 367 Duke Henderson
OO' WEE BABY OO' WEE (V Blues)
WIGGLE, WIGGLE WOOGIE
(V Blues)

Slow and tepid blues featuring Henderson backed up by Jack McVea and His All Stars, on the first side. Second side is at a faster tempo and the better of the two. Fair.

4★ 368 Dinah Washington
WISE WOMAN BLUES (V Blues)
NO VOOT NO BOOT (V Blues)

In the Blues Department the Apollo label takes over with some of the top talent and one of the highlights in the field is Dinah Washington. Her smooth and even delivery puts an impetus to the vocals that scorch the amplifier. This pair showcases her well and in race spots they will earn.

3★ 753 Coleman Hawkins
DISORDER AT THE BORDER (Inst. FT)
FEELING ZERO (Inst. FT)

A pair of originals by Hawkins and featuring the maestro on the tenor sax. Full bodied arrangements and the band beats out a tantalizing measure of hot dance licks. Draw no color line on this disc. For dance spots it'll get across nicely.

4★ 756 Illinois Jacquet
BOTTOMS UP (Inst. FT)
GHOST OF A CHANCE (Inst. FT)

Hot jazz vended by a picked jury of artists

that really make the numbers sizzle. First side is an original number by Jacquet but the boys get their best efforts on wax on the standard tune plattermate. Lots of music on this disc, lots of entertainment. Okeh for automatics.

3★ 757 Sir Charles
TAKIN' OFF (Inst. FT)
IF I HAD YOU (Inst. FT)

Taken at a fast clip the "A" side is solid bounce all the way. "B" side brings forth an oldie for Sir Charles and His All Stars to show their respective talents. Results are pleasing. Disc is acceptable as a stack filler.

ARA

3★ 126 The Town Criers
THE SNAIL SONG (V)
KISS ME HELLO (V)

A novelty song paired with a love ditty and sung in a monotonous style isn't too forte for the automatics. Jerry Fielding band backs up. Average fare.

3★ 131 Bob Crosby
SHIMMY LIKE MY SISTER KATE (FT
VC)

THE SAME OLD YOU (FT VC)

Despite Quig Quigley's trumpet and vocal on the "A" side it takes Bob Crosby's vocal on the underside to save this disc. First is a rehash of an oldie and not too well done. Second side is not too strong.

3★ 132 Ginny Simms
EVERYBODY KNEW BUT ME (V)
FULL MOON AND EMPTY ARMS (V)

Simms' name hasn't been a moneymaker for automatic phonographs and her radio work has never reflected increased earnings on the phonos. However, she does a neat job on these two numbers and they are worth a try for program fillers.

4★ 134 Jan Savitt
IT'S THE TALK OF THE TOWN (FT
VC)

YOU ARE TOO BEAUTIFUL (FT VC)

A beautiful arrangement of an old favorite on the "A" side. Vocal is well handled. Current vogue for old tune revivals makes this one worthy of extra consideration. "B" side is slow and in the sentimental vein. Good.

3★ 135 Teddy Walters
LAUGHING ON THE OUTSIDE (V)
YOU I LOVE (V)

This name won't mean a thing in your program strips. Walters sings well and the Lou Bring band does a nice job but the package isn't pre-sold. Acceptable only, under the circumstances, as a program filler on automatics.

(See RECORDS, Page 65)



ELLIPTICAL



PERMO
Incorporated

ROUND



6415 Ravenswood Ave., Chicago 26

At all Decca, R.C.A. Victor, Columbia Distributors

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven. 1 to 10—35c; 11 to 99—32c; 100 or more—30c.

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15



FREDDY MARTIN

and his Orchestra

ONE-ZY, TWO-ZY
(I Love You-Zy)

Vocal by The Martin Men

SLEEPY BABY

Vocal by Artie Wayne and
The Martin Men

RCA VICTOR 20-1826

AND

NOW AND FOREVER

(from the Howard Hughes picture "The Outlaw")
Vocal refrain by Artie Wayne

BUMBLE BOOGIE

With Jack Fina at the Piano

RCA VICTOR 20-1829

METRONOME ALL-STAR BAND

METRONOME ALL OUT

DUKE ELLINGTON, Guest Conductor

J. C. Higgenbotham
Tommy Dorsey
Johnny Hodges

Red Norvo
Teddy Wilson
Dave Tough

LOOK OUT

SY OLIVER, Guest Conductor

Cootie Williams
Rex Stewart
Tommy Dorsey

J. C. Higgenbotham
Johnny Hodges
Teddy Wilson

RCA VICTOR 40-4000

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1946

HENRY "RED" ALLEN

and Orchestra

Featuring J. C. Higgenbotham

DRINK HEARTY

(But Stay with Your Party)

Vocal refrain by

Henry "Red" Allen and Group

THE CRAWL

RCA VICTOR 20-1813

OLD FAMILIAR TUNES

ELTON BRITT

Singing with Orchestra

MAKE ROOM IN YOUR HEART FOR A FRIEND

DETOUR

RCA VICTOR 20-1817

ROY ROGERS (King of the Cowboys)

with Morton Scott and his Orchestra

ROCK ME TO SLEEP IN MY SADDLE

I WISH I HAD NEVER MET SUNSHINE
(and Sunshine Had Never Met Me)

RCA VICTOR 20-1815

FOR THE DISCS THAT MAKE
THE DOUGH COUNT ON...

INTERNATIONAL HITS

GRETA KELLER

with Victor Continental Orchestra

SYMPHONIE

AH! LE PETIT VIN BLANC—Valse Musette

("Ah! For A Little White Wine!")

RCA VICTOR 26-7001

NARCISO MARTÍNEZ, Accordion

with Guitar by Santiago Almeida

LAS PERLAS—Polka (The Pearls)

LA POLLITA—Polka (The Young Chick)

RCA VICTOR 25-1054

LIBERTAD LAMARQUE

LOS MUÑEQUITOS

Tango

(The Little Puppets)

with Mario Maurano
and his Orchestra

MI TAZA DE CAFÉ

(My Cup of Coffee)

with Alfredo Malerba
and his Orchestra
(Sung in Spanish)

RCA VICTOR 60-0322

RCA VICTOR



Gutshall Party Big

LOS ANGELES—Jack Gutshall, popular Coin Machine and Record Distributor, threw one of the biggest and most lavish parties on the West Coast in celebration of his opening the Los Angeles Distributorship of the New Aireon Electronic Phonograph which is being handled by his organization, the Jack Gutshall Distributing Co. Jack's many friends had a swell time and in the process were able to do away with some 500 odd pounds of Elk meat, Virginia baked ham, and roast turkey. In fact, the party was such a success that quite a few of the fellows are planning to travel to San Diego about the 15th of April in order to be on hand when Jack opens up his branch in the Southern City by throwing another one of his "get to know your customer" parties.

A few years ago when the Coin Machine Industry, like everyone else, went to War, Jack decided to handle a couple of lines of phonograph records to sort of keep in touch with the post-war market. Today he handles five lines of records and does as much if not more business than any other distributor in the field. For example, Joe Liggins and his Honeydripper has just gone over the 600,000 mark in sales.

Jack also believes in taking care of his boys that went to War. Three of them have just rejoined his organization in the Sales and Service Field. Jack says they are three of the best repair men in the business and he is going to see to it that they get the breaks they so richly earned. The boys are Frank McMillan, Gene Shew, Smokey Leinert. Jack is also happy to have Raymond Suhr out of the hospital and back in charge of the Record Department.

Adds Vendors

VANCOUVER, B. C.—An application for a license to install cigarette vendors in Vancouver stores, has been made to the City Council by Thomas H. Jackson.



The Badger Sales office force and executives snapped between two new 1946 Rock-Ola phonographs at the Los Angeles showing. Front row: Mary Jane White, Helen Vaughan and Elaine Ryan. Second row: Edmund Gunsteens, Bill Happel and William E. Happel.

Badger Has Terrific Rock-Ola Showing

LOS ANGELES—The first showing of the 1946 Rock-Ola got underway in the showrooms of the Badger Sales Co. on March 13th and at the end of the second day Bill Happel had written up orders for more than 6 carloads of the instruments.

"It's the most sensational thing I've ever seen in this business," said Bill. "Without any fuss or ballyhooing we invited the operators to come in and see the new phonograph. In they came and after examining the instrument and learning the price, an order was the next thing. We limited orders to 10 so that when distribution starts we can distribute them

in such a fashion that each operator will get at least one from the first carload.

"Everyone was outspoken in praise of the many new features incorporated in the new model, and especially pleasing were the many comments made by the other jobbers and distributors in the city. It looks like a big year ahead with the new Rock-Ola."

New Chi Music Entry

CHICAGO—Entering the wired music field under Musak Corp.'s franchise, is Boom Electric & Amplifier Co. Boom, a public address and sound equipment company, is the Chicago distributor for Western Electric and Bell Laboratory equipment.

Companies offering wired music service in Chicago now include Boom-Musak, World Broadcasting System, and Marquette Music Co. Boom will use Musak's transcription library of more than 5,000 recordings.

In general, the wired music companies provide 24-hour service, give custom-made programs, that is, programs suited to the various types of outlets, and serve only establishments which are not suitable locations for live talent.

Marquette, for example, services drug stores, restaurants, cocktail lounges, offices, specialty shops, factories, laundries, financial institutions. With sound systems installed in its outlets, the company relays its music over leased wires from its studio. Locations may have music from twenty-four seconds to twenty-four hours a day.

Program tastes are studied and observed. Some institutions such as the Federal Reserve Bank use music at five different times during the day for a total of two hours daily. In such cases the program is intended to give a lift, stimulate, soothe, refresh, and revive at appropriate intervals during the working day.

New Philly Firms

PHILADELPHIA — Notices were filed here recently announcing the formation of two new coin machine companies.

R. Fleming McGuire and James L. Morello, both of New Jersey, are the owners and operators of the new Quaker Music Co. Main office of the company is 2956 Jasper Street, Philadelphia 34.

The Lynne Vending Machine Co., located at 4710 Locust Street, Philadelphia, is the other new firm. Herman H. Adler and Earl W. Goodman filed the papers for the Lynne company.

Double-Point

A BETTER NEEDLE FOR YOUR ROUTE—CHECK THESE ADVANTAGES

- ★ UP TO 10,000 PLAYS PER NEEDLE (5000 with each point). Operators need only to buy half as many needles when using Jack Nelson's Double-Point.
- ★ The highest quality reproduction known to science. Two perfect precious osmium points to give you double the wear.
- ★ Trouble-free performance. It is impossible to put a Double-Point Needle in the pick-up the wrong way—NO CURVES—NO TWISTS—NO BENDS—NO CERTAIN ANGLES TO BOTHER THE SERVICE MAN.
- ★ Wears into the record groove the right way—the way records were originally made to be played—the straight way—with a straight needle.
- ★ Service man is never caught short for a needle when operating with DOUBLE-POINT. He always has the EXTRA point.
- ★ As PRACTICAL as Phonograph Records with music on both sides or Razor Blades with two edges. DOUBLE-POINT gives double the wear of ordinary needles.

FREE YOURSELF OF NEEDLE TROUBLES!

JACK NELSON

NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

800 NO. CLARK ST.

CHICAGO 10, ILL

RECORDS

(Continued from Page 62)

5★ 136 Phil Harris
ONE-ZY, TWO-ZY (V FT)
SOME LITTLE BUG (V FT)

This tune is building rapidly and bids fair to become another hit novelty tune eclipsing "Bei Mir Bist du Sheon," "Three Little Fiddies" and others. Harris is aided by his young daughter on the catch lyrics and this recording is a carbon copy of the initial presentation of the number on a Jack Benny broadcast. Others will copy but this is the first—and original. "B" side is a novelty that will click year in and year out. A knockout disc for operators.

CAPITOL

3★ 238 Jo Stafford
I DIDN'T MEAN A WORD I SAID (V)
YOU MAY NOT LOVE ME (V)

A pair of ballads with Paul Weston backing up. Stafford sings in her usual style. For spots where this thrush has an "in" the disc will get attention. In average spots it will be a dud.

4★ 239 King Cole Trio
SWEET GEORGIA BROWN (Inst.)
IT IS BETTER TO BE BY YOURSELF
(FT V)

Unfortunately, reports coming in from across the country reveal that earnings on King Cole Trio records are dwindling. This one won't help the cause insofar as the Trio is concerned. An instrumental on the first side plus an original by Nat Cole balances up for average entertainment. Second tune is in "Breakfast in Hollywood" flicker. Some nickels here still.

4★ 240 Margaret Whiting
IN LOVE IN VAIN (V)
ALL THROUGH THE DAY (V)

A pair of pix tunes from Fox "Centennial Summer" with Whiting doing a magnificent job on the vocals. Masterfully recorded and good numbers for automatic use.

3★ 241 Dinning Sisters
DO YOU LOVE ME (V)
WAVE TO ME, MY LADY (V)

These gals have a following, apparently, on the National Barn Dance and made a few records for Capitol while out here to do a picture. They leave us cold but there may be merit in their delivery and the unusual un-harmonious style they cling to. Write your own ticket. Disc is well done and the girls are in their usual stride. We'd say "no" insofar as the average spot is concerned.

3★ 242 Wally Fowler
JUST THIRTEEN STEPS AWAY (HB V)
YOU CAN'T CONCEAL A BROKEN
HEART (HB V)

A duo of hillbilly numbers of usual interest. First is a hillbilly lament, while the second is a typical hill country ballad. Very good.

COAST

4★ 2022 Idaho Call
IF IT'S WRONG TO LOVE YOU
(HB V)
YOU CAN'T BREAK MY HEART
(HB V)

A team of knockout hillbilly numbers featuring Idaho Call and his Sun Valley Cowboys. Vocals are well handled and the numbers are excellent for dancing and listening. Where hillbilly and western stuff clicks—this one will do a good job for the cash box.

3★ 2017 Jimmy Walker
THIS LONELY WORLD (HB V)
HIDE YOUR FACE (HB V)

Average hillbilly fare. Walker sings in a lament sort of style and his Western Stars seem to be in the same groove. Fair for automatics.

COLUMBIA

4★ 36943 Dinah Shore
SHOO-FLY PIE AND APPLE PAN
DOWDY (FT V)
HERE I GO AGAIN (FT V)

The contagious rhythm of this cute novelty number is capably handled by Dinah and on the reverse side she deals a prize package of vocal work on one of the top ballads of any season. Excellent for automatics.

3★ 36916 Tommy Tucker
TAKE CARE (FT VC)
WHEN THE ONE YOU LOVE (FT VC)

A simple and easy-to-listen-to treatment on the first side with unusual guitar fill-ins. Platter gets life in the slow jump tempo on the reverse side. Average fare.

3★ 36917 Ted Daffan's Texans
BEYOND THE SHADOW OF A
DOUBT (HB V)

Sterling
POPS
INTO THE "POP" MARKET

STERLING NO. 7001
ONE-ZY, TWO-ZY
WE'LL GATHER LILACS

STERLING NO. 7002
WHERE DID YOU LEARN TO LOVE?
ALL THROUGH THE DAY

TOMMY JONES & HIS ORCHESTRA
with vocals by the new song-sensation
LOUISE TOBIN

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RECORDS, INC.
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CHELSEA 3-3337

TRouble KEEPS HANGING 'ROUND MY DOOR (HB V)

A pair of average hillbilly tunes that won't cause any high blood pressure. Band jogs along nicely behind the vocals. Fair.

4★ 36944 Dinah Shore
COAX ME A LITTLE BIT (FT V)
WHERE DID YOU LEARN TO LOVE?
(FT V)

A teasing number with Dinah delivering the vocals in a tantalizing manner. Neat recording job. Second is slow ballad, intimate and compelling. Good operator disc.

4★ 36931 Gene Krupa
HOP, SKIP, AND JUMP (FT VC)
YESTERDAYS (FT VC)

Krupa's solid drumming highlights this disc and the lovely vocal by Anita O'Day rates mention. Second side has Charlie Ventura singing and doing some terrific tenor sax solo work. Nice bounce to both tunes. Recommended.

5★ 36930 Pearl Bailey
PERSONALITY (V FT)

DON'T LIKE 'EM (V FT)

Pearl does an original treatment of this hit song. Her choice comments, and husky, full voice are at their best. Second side is a show case tune likewise for the Bailey voice and style. The band, with Mitchell Ayres conducting, backs up. Top flight disc for the automatics. Get it!

3★ 36932 Bailes Brothers
SEARCHING FOR A SOLDIER'S
GRAVE (OT V)

AS LONG AS I LIVE (OT V)
Two tear-jerkers featuring old time singing and playing. Both tell a story and are definitely "typed" for certain spots interested in this type of entertainment. Fair.

4★ 36945 Les Brown
DAY BY DAY (FT VC)
DOCTOR, LAWYER, INDIAN CHIEF
(FT VC)

Here is a nifty coupling—a beautiful tune and a full and melodic arrangement, plus a knockout novelty exceptionally well done. This is the kind

—TURN PAGE

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of coupling that operators dream about. Very, very good and BOTH sides will wear out, for once.

4★ 36946 Count Basie
PATIENCE AND FORTITUDE (FT VC)
THE MAD BOOGIE (FT)

Jimmy Rushing is the draw on the "A" side as the number provides excellent material for a great vocal and Jimmy sings this jump special with his usual bounce. Second side features a piano classic in Basie style with full band support. Good.

4★ 36950 Kate Smith
SEEMS LIKE OLD TIMES (V)
IF I HAD A WISHING RING (V)

Here's a pair of tunes that fits the old girl to a "T". Old Kate is at her best on the reminiscent sort of thing and this duo is ace material for her warm-hearted style of delivery. Can't miss on this. It'll get plenty of repeats—especially the "A" side.

4★ 36935 Spade Cooley
YOU CAN'T BREAK MY HEART
(HB V)

DETOUR (HB V)

This set of hillbilly numbers is head and shoulders above anything Cooley has turned out in a long time. The band is in top form and the vocals are entrusted to seasoned veterans. Enough merit in these numbers to risk their use in any type of spot. They'll satisfy and get repeat plays. Good.

EXCELSIOR

4★ 147 Luvenia Nash Singers
DARK WATER (V)
STEAL AWAY (V)
3★ 148 Luvenia Nash Singers
AMEN (V)
ROCK-A MY SOUL (V)
3★ 154 Luvenia Nash Singers
GREAT GETTIN' UP MORNIN' (V)
FEED-A MY SHEEP (V)
4★ 155 Luvenia Nash Singers
JOHN, THE REVELATOR (V)
SWING LOW, SWEET CHARIOT (V)

This series presents a group of Negro Spirituals featuring the Luvenia Nash Singers and selected

vocalists. The general use of spirituals on automatic phonographs is yet to be proven, but some of the numbers recorded have definite general appeal and in proper spots will not be out of place. Naturally these numbers do not fit spots where liquor is served or dance space is provided. Vocal work is topnotch and recordings are well made. Ratings given herewith are not on the artistic merit of the discs, but rather on their value on test runs in automatic phonograph spots.

4★ 151 Flennoy Trio
DID YOU EVER LOVE A WOMAN
(FT VC) Parts 1 & 2

The combination of piano, guitar and bass, plus vocals by Jimmy Edwards blends together to make this a sizzling blues with torrid lyrics that will heat up the race spots. Edwards can really put across the vocals and Lorenzo Flennoy, on hot piano, backs up beautifully. Neatly done and will click.

4★ 152 Johnny Otis
OMAHA FLASH (FT)
JEFF-HI STOMP (FT)

A pair of straight instrumentals featuring Otis, his drums and his band beating out plenty hot licks. A wealth of entertainment has been pressed into the wax on this recording. Hot, fast, furious and prime dance material. Get it! Use it anywhere, anytime.

4★ 157 Johnny Otis
SGT. BARKSDALE (FT)
Parts 1 & 2

Another infectious number by this topflight band. The Otis combo is another group to watch. These recordings show plenty of attention to arrangements and unusual interpretations. Instrumentation is excellent. Very good.

4★ 160 Gerald Wilson
YOU BETTER CHANGE YOUR WAY
OF LOVIN' (FT VC)
SKIP THE GUTTER (FT VC)

4★ 161 Gerald Wilson
AIN'T IT A DRAG (FT VC)
I'LL STRING ALONG WITH YOU
(FT VC)

On two appearances at the Los Angeles Orpheum this band was picked as one of the most promising outfits in recent years. A balanced instrumentation, plus individualized interpretations of feature numbers sets the band out in front. On this quartet of numbers is ample evidence for the sensational success being scored by the Wilson band. Vocals are handled capably by the Thrasher Sisters. Top drawer discs that will please and command repeat plays.

3★ 163 Charles Mingus Sextette
SHUFFLE BASS BOOGIE
WIERD NIGHTMARE (FT VC)

A pair of average numbers suitable for stack fillers but not strong enough to rate space on a crowded stack.

MAJESTIC

3★ 7166 Five DeMarco Sisters
BLUE (V)
SWEET I'VE GOTTEN ON YOU (V)

Bud Freeman's band backs up the girls and the disc rates minor attention. Girls shout too much to win fans and replays. Second side is the Pennsylvania Dutch Song and as a novelty wins more attention than the "A" side. Fair.

3★ 7168 The Three Suns
DO YOU LOVE ME (FT VC)
I'M IN LOVE WITH TWO SWEET-HEARTS (FT VC)

An unwise selection of tunes by these automatic phonograph favorites. Numbers are okeh for their style of delivery but unknown and unsung in the popular musical field. Results will suffer accordingly. No cash on this one, unless you can sell the artists alone.

4★ 1030 Thelma Carpenter
SEEMS LIKE OLD TIMES (V)
A JUG OF WINE (V)

Two scintillating sides with La Carpenter in fine vocal fettle. First tune is a current favorite while the second is from the musical comedy "The Day Before Spring". Good.

3★ 7170 Jack Leonard
IN THE MOON MIST (V)
YOU MAY NOT LOVE ME (V)

Vocal recordings in so-so style. Nothing here to get excited about. Okeh for program filler only.

MUSICRAFT

4★ 15053 Gordon MacRae
FULL MOON AND EMPTY ARMS (V)
EVERYBODY KNEW BUT ME (V)

Musicraft's new baritone vocalizes in a style not unlike Vaughn Monroe. With Walter Gross and the band backing up, the lad comes through with a pair of nifty vocals. Good.

(See RECORDS, Page 68)

Pan-American

PAN-AMERICAN SCORES AGAIN!!

"STARDUST" COUPLED WITH "BEGIN THE BEGUINE"

With Cliff Lange Symphonic Jazz Orchestra. PAN No. 137

* * *

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Two More Cantor Coin Sockeroos!

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MAKIN' WHOOPEE

With Rafael Mendez and His Pan-American Orchestra

* * *

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PAN 036 EDDIE CANTOR'S RED-HOT "ONE-ZY, TWO-ZY"
Backed With Joan Barton's RATHER DO WITHOUT YOU BABY

Featuring Rafael Mendez's Trumpet, With Cliff Lange's All-Star Orchestra

* * *

OLGA SAN JUAN

Paramount's Singing Star Sings in English THE LATEST RHUMBA SENSATION
PAN 045 MEXICANA
OYE NEGRA (Mucho Gusto)

Rafael Mendez and His Pan-American Orchestra
(Special Orchestrations by Cliff Lange)

* * *

A "MUST" FOR LATIN SPOTS

PAN 139 NOCHECITAS
SOMOS DIFERENTES

Eddie Gomez with Noel de Selva's Pan-American Orchestra

* * *

SPICY RACE RECORDS Featuring CAMILLE HOWARD

PAN 141 TRY, TRY AGAIN
WIDOW JENKINS BLUES
PAN 142 EXACTLY LIKE YOU
THOSE FOOLISH THINGS

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DO YOU MIND?

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and the ever popular
FUZZY - WUZZY

Dick THOMAS

• Moanin' in the Mornin', Grievin' in the Evenin' Blues
• (I CAN'T GET BACK) TOO SOON TO TUCSON • National 5011
5010 • SIOUX CITY SUE • SOME DAY DARLIN'
5008 • HONESTLY HALF WAY TO MONTANA 5009 • RIDIN' NEATH THE ARIZONA MOON
WEARY NIGHTS AND BROKEN DREAMS
5005 • AS LONG AS I LIVE I WILL LOVE YOU
I DON'T WANT A MILLION SWEETHEARTS

Billy ECKSTINE

HIS LATEST SENSATIONAL RELEASE!

9018 • BLUE • 2nd BALCONY JUMP!
9017 • PRISONER OF LOVE • ALL I SING IS BLUES
9014 • RHYTHM IN A RIFF • COTTAGE FOR SALE
9016 • I'M IN THE MOOD FOR LOVE
9015 • LONESOME LOVER BLUES
• LAST NIGHT (AND NOW TONIGHT AGAIN)
• LONG LONG JOURNEY

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APRIL
1946

★ PETE JOHNSON & JOE TURNER

Re-issued by Popular Demand

9010 • S. K. BLUES • PARTS 1 and 2

9011 • WATCH THAT JIVE • Johnson and Turner Blues

GATEMOUTH MOORE ★

6002 DID YOU EVER LOVE A WOMAN ?

I'M GOING WAY BACK HOME

6001 I AIN'T MAD AT YOU, PRETTY BABY

IT AIN'T NONE OF ME

NATIONAL
RECORDS



4★ 20-1809 Tommy Dorsey
WE'LL GATHER LILACS (FT VC)
IF I HAD A WISHING RING (FT VC)
First tune springs from England and is getting plenty of air plugs in this country and will be building in popularity shortly. TD does a nice trombone solo on the number while the band gives it a smooth and mellow treatment. Flipover is a sentimental number in notes and chords with Stuart Foster handling the words on both. Very good.

3★ 20-1810 Johnny Desmond
IN THE MOON MIST (V)
DO YOU LOVE ME? (V)

Slow, dreamy ballad with a thoughtful rendition by Desmond. The leisurely tempo serves to showcase his mellow voice to good advantage. Second side is a lively tune that bounces along in a peppy style. Vocals are in solid fashion with strong accent on rhythm. Good.

5★ 20-1791 Vaughn Monroe
SEEMS LIKE OLD TIMES (FT VC)
GEE! I WISH (FT VC)

The easy, danceable rhythm that is typically Vaughn Monroe, plus his effective vocals, are in top form on this pair of numbers. Norton Sisters add their vocal work to the second side. An acceptable disc for automatics, and one that will bring in plenty of repeat business.

4★ 20-1812 Sammy Kaye
I'M A BIG GIRL NOW (FT VC)
PUT YOUR LITTLE FOOT RIGHT OUT
(FT VC)

Skip the first side. It's fine for the front parlor on a Sunday night but for automatics—NO! Second side is a bright and merry dance tune with step by step instructions on how to swing your partner. Clever number.

4★ 20-1819 Tommy Dorsey
WHERE DID YOU LEARN TO LOVE?
(FT VC)
COME RAIN OR COME SHINE
(FT VC)

Smooth, easy-listening pairing with TD's trombone featured and the band rounding out the rich harmonies of the numbers. Both tunes are good for automatic use. Recommended.

4★ 20-1826 Freddy Martin
ONE-ZY, TWO-ZY (I LOVE YOU)
(FT VC)
SLEEPY BABY (FT VC)

This catchy novelty is getting prime consideration across the country. Phil Harris introduced the number but it took Martin to put the finesse to it. The boys give it sock treatment. Flipover

TURN PAGE

COAST RECORDS

OPA Ceiling Price 45c Wholesale Plus Fed. Tax

NEW COAST RELEASES

2022 { IF IT'S WRONG TO LOVE
YOU
YOU CAN'T BREAK MY
HEART

IDAHO CALL
AND HIS SUN VALLEY COWBOYS

STILL GOING BIG

2016 { DETOUR
SIOUX CITY SUE
JIMMY WALKER AND THE PECOS RIVER BOYS

2017 { HIDE YOUR FACE
THIS LONELY WORLD
JIMMY (DETOUR) WALKER and His Texas Stars

2018 { I LEARNED TO LOVE YOU TOO LATE MY DARLIN'
WHITE CROSS ON OKINAWA
THE PLAINSMEN Acc. by The Coast Ranch Hands

2019 { TIME ALONE WILL TELL
I DON'T WANT ANYONE BUT YOU
CAL AND BUDDY and Their Ranch Hands

2020 { LAZY DAY—OZIE WATERS
Acc. by The Colorado Rangers
BROOMSTICK BUCKEROO—OZIE WATERS and
The Plainsmen Acc. by the Coast Ranch Hands

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LOS ANGELES 15, CAL.

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PEERLESS DISCOS

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LATE RELEASES

2213 { Hilos de Plata—Bolero
De Corazon a Corazon—Bolero
GABY DALTA—CON ORQUESTA

2215 { La Panchita—Cancion
La Valentina—Cancion
MANOLITA ARRIOLA CON MARIACHI

2236 { Siempre Borracho—Cancion
Mexicana Hasta Las Caches
PEDRO INFANTE CON MARIACHI

2237 { Corrido Villista—Corrido
Alma Mia Di Mi Grandota
ANGELINA Y TONA CON MARIACHI

2238 { La Raspa
Pastelitos de Amor—Samba
ORQUESTA DE JUAN S. GARRIDO

2239 { Humo en los Ojos—Bolero
Alma Libre—Bolero
MARIO ALBERTO RODRIGUEZ
ORQUESTA DE NOE FAJARDO

69

FOR
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1946

PHONO OPERATORS

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REVIEW

70
FOR
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1946

is a dreamy thing which won't be of interest on the automatics.

4★ 20-1827 John Ryan
MC NAMARA'S BAND (V)
IT'S THE SAME OLD SHILLELAGH
(V)

This recording was primarily intended for offering prior to St. Patrick's Day apparently, but it's a natural the year through in spots frequented by the Irish. Ryan is a famous Irish tenor and the Sportsmen Quartet sings both numbers with a happy contagious lilt. Use it anytime. Very good.

3★ 20-7001 Greta Keller
SYMPHONIE (V)

AH! LE PETITE VIN BLANC (V)
Miss Keller sings this number in its original French lyrics with the Victor Continental Orchestra in the background. Second side is in a gayer mood. A bust in most spots, but excellent for spots frequented by French speaking people.

POP. POLL (Continued from Page 68)

2. Personality
3. Doctor, Lawyer, Indian Chief
4. Atlanta, G. A.
5. Let It Snow! Let It Snow! Let It Snow!
6. Seems Like Old Times
7. You Won't Be Satisfied Until You Break My Heart
8. Day by Day
9. I'm Always Chasing Rainbows
10. Symphony

Sebia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:

1. Cement Mixer (Slim Gaillard) Cadet
2. Buzz Me (Louis Jordan) Decca
3. Driftin' Blues (John Moore's 3 Blazes) Philo
4. Hey Ba Ba Rebob (Lionel Hampton) Decca
5. Reconversion Blues (Louis Jordan) Decca
6. Gotta Right To Cry (Joe Liggins) Exclusive
7. I'm Just a Lucky So-and-So (Duke Ellington) Victor
8. Don't Worry 'Bout That Mule (Louis Jordan) Decca
9. Harlem Nocturne (Johnny Otis and His Band) Excelsior
10. Come Sunday (Gerald Wilson) Excelsior

Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. Detour (Spade Cooley)
2. You Will Have To Pay (Tex Ritter)
3. Silver Dew On the Blue Grass Tonight (Bob Wills)



Tommy Jones

Jones On Sterling

NEW YORK—Sterling Records, Inc., announces its invasion into the "pops" record field and the establishment of a new 7000 series featuring popular tunes and a hit on both sides. Two popular record releases a month are slated as the 7000 series gets underway.

First two discs feature Tommy Jones, Hollywood's star of the future who is currently featured at the Hollywood Palladium and on CBS Coast-To-Coast broadcasts. His arrangements are top-drawer, and his crew is top flight. Louise Tobin, who has thrashed for some of the nation's ace bands, is entrusted with the vocal work.

Superior Signs Talent

LOS ANGELES—ARA, Inc., has practically completed occupancy of its new building at the southwest corner of Wilshire and Hauser Blvds., Los Angeles. The two-story structure provides 15,000 square feet of floor space and is devoted exclusively to general offices, made necessary by the increased personnel required under the company's ambitious expansion program for 1946.

Modernistic architecture in the California motif marks the building. A fluted black and green tile front, elevator service, complete fluorescent lighting, suites complete with audition rooms and new high-fidelity playback equipment are other features.

The pressing plant at 686 N. Robertson Blvd. will continue to operate as the manufacturing core of the company.

Reyes, a Latin-American pianist and conductor, will be featured with his band. Reyes has just completed a successful personal appearance tour of the key cities and is slated to lead his band at the new Hollywood Canteen nitery when it opens. He is currently working in films.

Most is an outstanding clarinetist-maestro of the Benny Goodman and Artie Shaw class. He heads up an all star sextet. Harlem Blue Knights is a new colored combination with outstanding vocalists. Group has already cut 8 sides for Superior. More important talent is being lined up for early recording.

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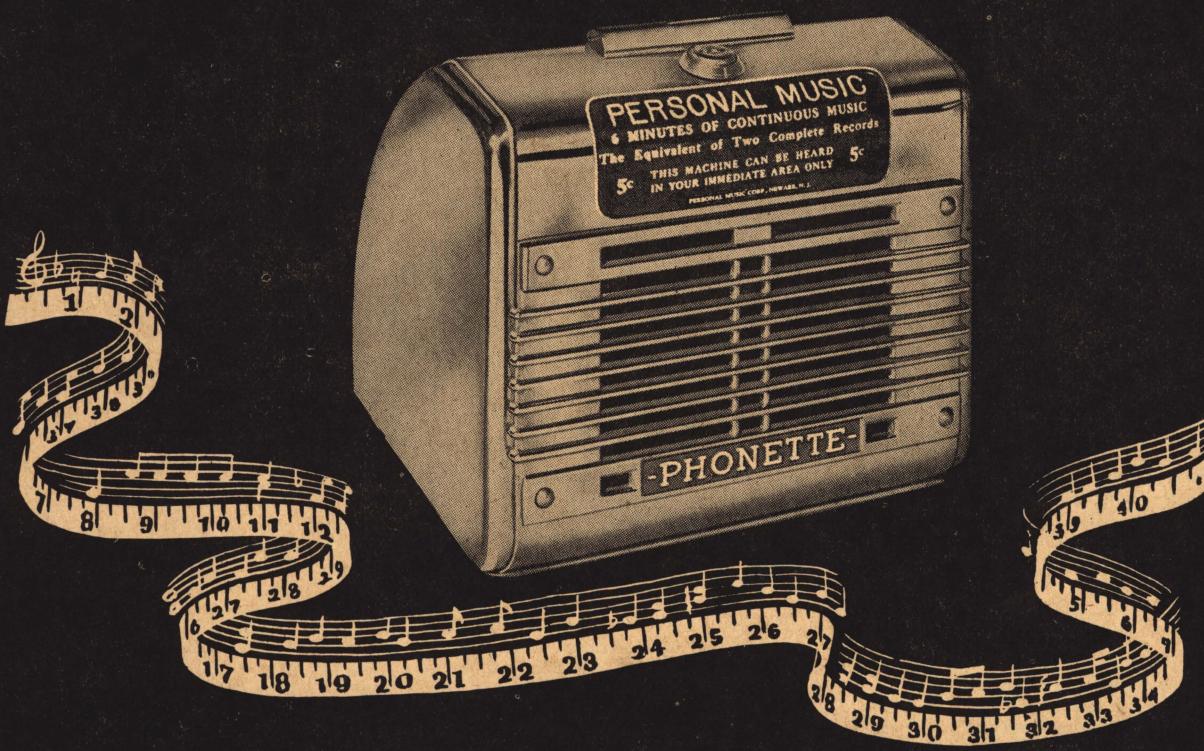
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PERSONAL MUSIC CORPORATION

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U. S. HIGHWAY NO. 1 • NEWARK, N. J.

Tel. Blgelow 8-2200

*Reg., Trademark

MEASURED MUSIC... MEASURED MUSIC... MEASURED MUSIC... MEASURED MUSIC

COIN
MACHINE
REVIEW

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FOR
APRIL
1946

Challenge Announces Automatic Products

CHICAGO—The U. S. Challenge Co., through its Automatic Equipment Division, Challenge Industries, has entered the coin machine field.

Challenge is a well-known name in manufacturing circles for the company has a record of successful operation in that field dating back for more than 90 years. Included in its organization are the oldest farm and railroad equipment companies in the U. S. Over 7,000 dealers handle the products of those companies.

Challenge at present has four plants located in Batavia, Illinois, Wichita, Kansas, and Centerville, Iowa. These plants are: Batavia Metal Products, Inc., Challenge Company, U. S. Engine and Pump Co., Aero-parts Manufacturing Co., Inc.

During the war, Challenge concentrated on the production of essential materials and supplies for the Army, the Navy, the farmers, and the railroads. Also, the Engineering Department designed dies, tools, and machinery for carrying out government contracts. For excellency of work the company won the E award.

Now, with over 700,000 square feet of modern manufacturing space, a large and highly trained staff of expert engineers, and administrative and factory personnel geared for efficient production schedules, the company is adding coin-operated equipment to its list of peace time products.

The Challenger '47 is a 30-record automatic phonograph of which the makers are very proud. Other products in the field of automatic music are: remote control wall boxes, special sound speaker systems, remote dual volume controls, stowaway remote control mechanisms, and the Musical Announcer (Measured Music).

In the vending machine division Chal-

COIN
MACHINE
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PHONO NEEDLES

We re-sharpen needles with exactly the same taper, assuring that needle replacements will fit the record groove.

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE

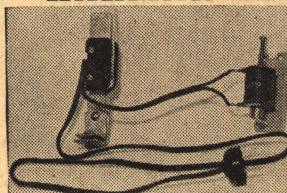
P. O. BOX 770
FORT DODGE, IOWA

EXPERT SERVICE

Our factory-trained mechanics are always on hand to take care of all your phonograph and amplifier repair and maintenance problems. Any job—large or small—at reasonable rates.

HARMAN ELECTRIC TONE ARM TRIP

NOW AVAILABLE FOR SEEBURGS (For Other Phonographs Soon)



and adjusted in short time. No drilling or tapping required. Installation diagram with few simple instructions furnished. Can also easily be wired to operate from remote cancel button.

Price Each \$7.50 C.O.D., Chicago, Ill.

PROMPT SHIPMENT—QUANTITY DISCOUNT ON APPLICATION

HARMAN ENTERPRISES

443 N. La Salle St.

SUPERIOR 3989

Chicago 10, Ill.

lence is offering the Challenge Drink Dispenser. With a 1,000 cup capacity, simple operating mechanism, and guaranteed complete sanitation throughout, the machine is designed to mix and deliver the "perfect drink."

Challenge plans to establish distributors throughout the U. S. and has what the company feels is a very attractive sales policy. Prices under currently established levels give distributors and operators every possible advantage. For distributorships, organizations will be picked which will be able to render the operators the very best in sales and service.

Times Views Automatic Music—Finds It Good

LOS ANGELES—Coin men of this city had unexpected zest added to their breakfast on Feb. 24 when gazing over their coffee at the *Los Angeles Times* they saw a prominently displayed article running almost a column and a half in length giving a fair and unbiased view of the local automatic music industry.

Headlined "Juke Box" Industry Becomes Big Business," the article pointed out that with about 10,000 automatic phonographs operating between Fresno and San Diego, the coin machine industry has become a major business. In describing details of the business, Sam Ricklin, vice-president of the Southern California Music Operators Association, was extensively quoted.

Coin men are unanimous in their belief that publication of the article has done much to raise the general public's opinion of the industry and consider that the Association did an excellent job of public relations.

Melodisc Expands Output

HOLLYWOOD—15,000 records a month. That is the goal of Melodisc Recording Co., one of Hollywood's up and coming independent record companies, which has about completed enlargement of its production facilities at 7119 Santa Monica Blvd. Ten presses have been installed in the pressing department, bringing the total to 15.

The company also will manufacture its own "biscuits." According to Bob Goodman, sales manager, Melodisc expects soon to be able to announce automatic phonograph records with as high wearing quality as any on the market.

The company has signed up some big names for its race records, one being Marian Abernathy, blues singer. George Givott, the "Greek Ambassador," who has appeared on all the big air shows is one of several artists signed to record a line of "white" novelty numbers.

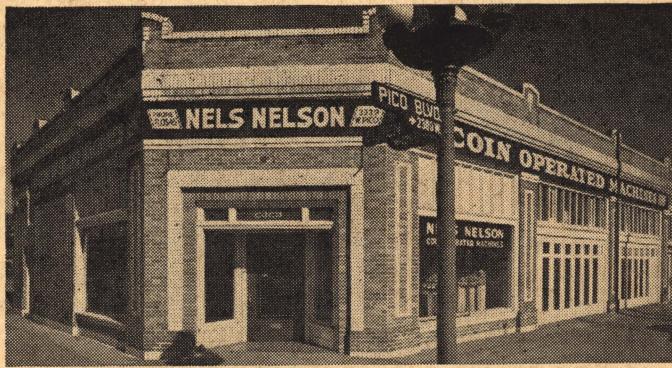
Eight new releases a month are planned, half of which will be race. All will be directed to the automatic phonograph trade.

New Detroit Operators

DETROIT—Many returning veterans have expressed an interest in the Coin Machine Industry. Two, at least, have already done something definite about it.

Abraham Kadushin and Louis S. Axelrod recently went into partnership to form the G. I. Phonograph Co. Kadushin was an automatic phono operator in Erie, Pennsylvania, before coming to Detroit; Axelrod, just out of the army, is a newcomer to the business.

The present address of the new firm, incorporated as a Michigan-chartered company, is 15493 Kentucky Avenue.



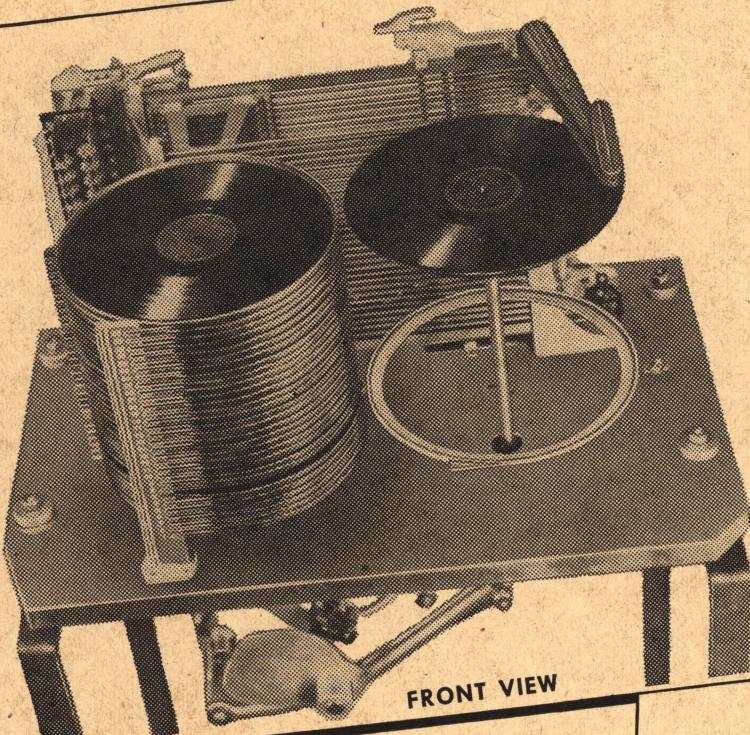
CASH WAITING

We will pay top market prices for used phonographs and remote control equipment of all types. Also see us for any phonograph equipment you need. Located in heart of Coin Machine Row.

NELS NELSON

2329 W. PICO BLVD., LOS ANGELES 6, CALIF.
Fitzroy 0545

Here is the "INSIDE" of
OPERATING RELIABILITY...



FRONT VIEW

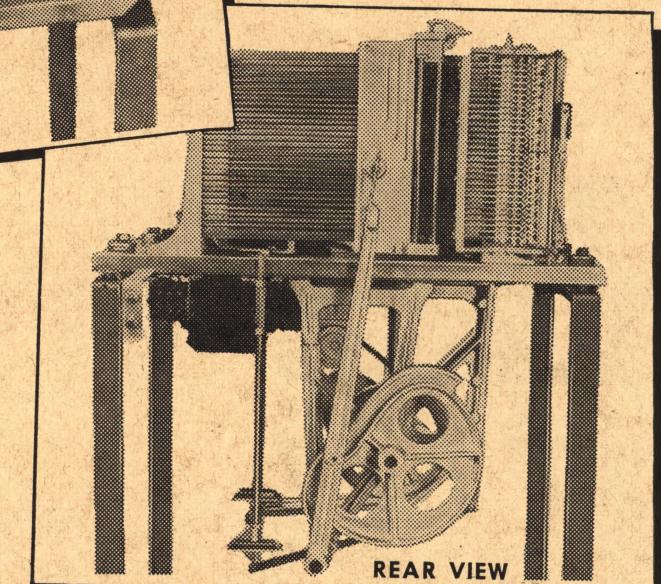
PROVEN
ON LOCATION
FOR MANY
YEARS!

Challenger
'47

30 RECORD PHONOGRAPH
(ONE SIDE ELECTRIC SELECTION)

So simple in operation NOTHING CAN GO WRONG! No helixes, no fiber gears, no worm gears, etc. The entire smooth operating, positive action mechanism is motivated by two moving cams, guaranteed for lifetime operation without replacement.

The CHALLENGER MECHANISM has 60% fewer mov-



REAR VIEW

ing parts and represents the MOST RELIABLE OPERATING PHONOGRAPH MECHANISM IN THE FIELD! It has been in actual operation on hundreds of locations for many years. The CHALLENGER MECHANISM has been time tested and proven—SIMPLE, RELIABLE and TROUBLE-FREE!

*Challenger Automatic Music and Challenger Drink Dispenser on
Permanent Display Chicago Showrooms*

Challenge
AUTOMATIC EQUIPMENT

GENERAL OFFICE AND SHOWROOMS
FIELD BUILDING CHICAGO, ILLINOIS



Industries
DIVISION OF U. S. CHALLENGE CO.

FACTORIES:
BATAVIA, ILL. WICHITA, KAN.
CENTERVILLE, IOWA

EASTERN OFFICE:
FISK BUILDING,
250 W. 57th STREET,
NEW YORK 19, N. Y.

Microtone Gets Award

NEW YORK—The Microtone Co. of Stamford, Connecticut has received the Navy Certificate of Achievement for exceptional accomplishment and meritorious contribution to the war effort. Microtone made phonograph needles used by the Navy during the war, supplied a major part of the Army requirements, and furnished needles to the Red Cross. In all, Microtone produced over one hundred million needles for war needs. E. B. Murphy, President, believes that his firm is the only company to have received the Certificate of Achievement for outstanding needle production.

Microtone is now ready to re-enter the civilian market with a full line of needles ranging from steels through alloys to jewel-tips. Murphy points out that civilian consumers will enjoy many specific advantages accruing from his company's research and manufacturing experience from his award-winning wartime production.

Telemusic Formed

HARTFORD—Articles of incorporation have been taken out for a new firm to be known as Telemusic, Inc. Authorized capital stock, consisting of 500 shares at \$100 par, has been set at \$50,000.

The incorporators are Morse W. Engleman, Murray L. Grossman, and Robert Kosersky, all of Waterbury, Conn.

Viva La Phono!

BOWLING GREEN, Va.—Rising costs of living won't stop one young married couple here. They got their home well-wired for electricity, then bought an automatic phonograph. Visitors are invited to use it, at the customary nickel a disc—and the revenue is enough to pay the couple's monthly electric bill.



REPLACEMENT PLASTICS

for all makes and models of
AUTOMATIC PHONOGRAHPS
(the oldest and newest)

NOW AVAILABLE
RIGHT PRICES

SEND FOR
COMPLETE
PRICE LIST

EAGLE

COIN MACHINE CO.

1514 N. FREMONT AVE.

MICHIGAN 1247

CHICAGO 22, ILL.



(Above) Ray Ramos beside one of National Sales trucks. (Below) The National Sales staff line up before two units of their fleet displaying the Sign of the Musical Note. Left to right: R. D. Kerley, partner, Eddie Baxter, Ken Younkin, Kirk Flanagan, J. R. Ramos, owner, Bonnie Rae Ramos, his daughter, Lu Huntington, Treasa Dilley and Doris Clark.

Coast Operator Ties In With Factory Ads

NORTH TONAWANDA—Chief feature of Wurlitzer's highly publicized, newly launched, national advertising campaign is the *Sign of the Musical Note*. It's the emblem by which the public can spot a Wurlitzer location.

Designed to be used on location doors, windows and back bars, it also makes an ideal insignia for Wurlitzer Factory-Approved Music Merchants' trucks.

One of the first to display the *Sign of the Musical Note* on its fleet was the National Sales Co., Wurlitzer Factory-Approved Music Merchants for California's Alameda and Contra Costa Counties. Under the ownership of R. D. Kerley and J. R. Ramos, National Sales plan a real expansion program including a fleet of six trucks.

As the two owners explain, "We are tying in 100% to Wurlitzer's Triple-Action National Advertising Program utilizing magazines, coast to coast billboards and signs in locations. We know that, as our trucks travel the streets and highways of our territory the *Sign of the Musical Note* and its accompanying slogan, "America's Favorite Nickel's Worth of Fun" will be seen by hundreds of thousands of people."

In the very near future, every Wurlitzer Factory-Approved Merchant will be displaying 14" decals of this attractive, play-stimulating Wurlitzer emblem on their fleets as a merchandising feature of the first national advertising campaign ever launched on commercial phonographs.

Budge Wouldn't Budge

HOLLYWOOD—March 14th, Billy Simmons had an unexpected guest who showed up with no toothbrush, no night shirt, no clean shirt—no nothing! And his name was "Deadfreight Wright!"

Seems an Aireon freight plane made a delivery of some equipment in Portland and Budge (of Western Distributors, naturally) leaped into the freight compartment to examine its capacity. "Heh," says he, "you're going to Los Angeles. How's about a ride?" No sooner said than done. The lads slammed the door shut and Budge, like it or not, was enroute to Los Angeles.

Upon arrival Budge phoned Portland to relate what happened and why he wasn't at home or at the office the next day. "It's a helluva trip in a freighter," said he. "There're no seats in the damned thing. I'm trying to get Simmons to give me an electric lighted finger so I can flag another freighter plane home."

JACK NELSON DOUBLE-POINT PHONO NEEDLES 10,000 Plays Per Needle

Each point gives up to 5,000 plays, and can be reversed, giving 10,000 plays. Designed for heavy work. Needles contain 75% ozmium, 10% platinum, 5% iridium. The best phono needle on the market.

75 Cents Per Needle
Special Price on Quantity Lots

•
Complete line operators' supplies, fuses, light globes, tubes,
Aeropoint needles.

•
We also service music machines for operators temporarily
out of town.

W. H. LEUENHAGEN & CO.

New Phone: DRexel 1345

LOS ANGELES 6, CALIFORNIA



Here's how Wurlitzer's
SIGN OF THE MUSICAL NOTE
 will GET and HOLD
 the BEST LOCATIONS

It's America's new way of identifying a Wurlitzer location. It's Wurlitzer's *Sign of the Musical Note* for location doors, windows and back bars. It will be featured all during 1946 in Wurlitzer's national advertising . . . full color pages in the SATURDAY EVENING POST, LOOK, LIBERTY and COLLIER'S . . . billboards from coast to coast from April through November—many in your locality—eye-stopping signs in Wurlitzer phonograph locations everywhere.

Millions of people will learn to look for the *Sign of the Musical Note* for Wurlitzer Music, "America's Favorite Nickel's Worth of Fun". Every location owner will want to

tie his place of business into this program—will want a Wurlitzer Phonograph.

It's the greatest selling tool ever put into any Music Merchant's hands—will help Wurlitzer Factory-Approved Music Merchants get and hold the best locations.

WOLF SALES COMPANY

Exclusive WURLITZER Distributors

FOR COLORADO, UTAH, ARIZONA, NEW MEXICO,
 EASTERN IDAHO, MONTANA, NEVADA, TEXAS

1932-4 Broadway
 Denver 2, Colorado

276 W. First, South
 Salt Lake City 1, Utah

626 West Washington St.
 Phoenix, Ariz.

2401-5 East Alameda St.
 El Paso, Texas

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FOR
 APRIL
 1946



A column of pertinent comment
 by W. E. Simmons

● Things aren't going as fast in these days of reconversion as we would like, but why worry—worry is a state of mind based upon fear, it works slowly but persistently and step by step it digs itself in until it paralyzes one's reasoning faculty and destroys self confidence and initiative.

Worry is a form of sustained fear caused by indecision. Therefore, it is just a state of mind and can be controlled.

We do not worry over conditions beyond our control once we have reached a decision to follow a definite line of action and face all handicaps with a smile.

Anybody can wish for success and most people do, but only a few know that a definite plan plus a burning desire for the comforts of life are the only dependable means of attaining success.

● After every war what the people need most is "faith". Faith is the basis of all miracles and faith is the only known antidote for failure.

Faith is the only agency through which the cosmic force of infinite intelligence can be harnessed and used by man.

If you think you are beaten, you are.
 If you think you dare not, you don't.

If you like to win but think you can't, it is almost certain you won't.

Life's battles don't always go to the stronger or faster man, but sooner or later the man who wins is the man who thinks he can.

● There is much talk about so and so being a high powered salesman. A high powered salesman, in my opinion, is one who treats the customer the way the customer or prospect wants to be treated, and gives him service not merely merchandise.

Salesmanship is building up good will and getting the customer to swear by you and not at you.

● The impulsive individual is not always in a hurry, but he very often thinks he is. I have seen this type of man rush madly across the street in front of street cars and automobiles at the risk of his life and then turn about and watch the traffic go by.

He may not be in a hurry but he thinks he is, and so long as he thinks he is, he is, so far as he is concerned.

Personally I like the impulsive type of prospect because I know if I can handle him with tact and speed and put my selling points quickly before him he will buy. I like the type because he acts quickly, he may make mistakes but he gets things done.

Execs to Grand Rapids

CHICAGO—Doc Eaton, John Haddock, and a group of AMI engineers left here the first week in March for Grand Rapids to visit the Automatic Instrument factories.

Doc Eaton departed from there for New York to confer with Barney Sugarman, of Runyon Sales, and make final plans for the premiere showing of the new AMI phonograph on the East Coast.



CHANGE-MASTERS

Limited Production

**Solid Aluminum Casting
 Polished Chrome**

\$9.85 Each

**Holds \$10.00 in Nickels
 Write for Quantity Prices**

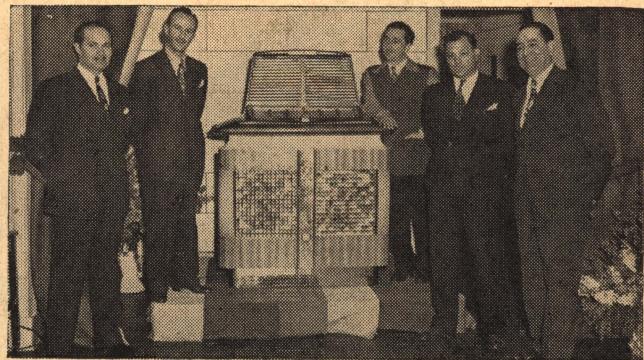
Exclusively Distributed By

PUGET SOUND NOVELTY COMPANY

114 Elliott Avenue West

Seattle 99, Washington

Phone: Alder 1010



Mexico Loves Music

CUIDAD VICTORIA, Mexico—Halfway between Texas and Mexico City, this drowsy town of 20,000 souls is an overnight stop for tourists using the Pan-American Highway. It was visited recently by newspaper feature writer Kenesaw M. Landis II who did a column about it pointing out some of the strange contrasts to be found in this ancient land.

His story tells of slowing down on the outskirts of the city because two men were "lurching down the road, carrying something heavy between them suspended from a pole." Was it, he wondered, a wild animal? It could have been, for this is cat and "tigre" country; later he saw an Indian hawking a caged mountain lion cub right in front of his hotel.

But the carried object, lit up by the car's headlights and so made into a scary shape, wasn't an animal. It was an automatic phono, he discovered. Landis II doesn't know where they were taking it, but he doesn't doubt it was to the nearest electric light socket.

"As a symbol of the impact of modern civilization," Landis writes, "I would rate the juke box ahead of the glorified Pemex filling stations, complete with rest rooms, which adorn the main streets of the villages and towns. The filling stations," he explains, "were erected for tourists, and during the present gasoline shortage tourists can get gasoline when Mexicans cannot."

"But," he notes, "the Mexicans have taken juke boxes for their own. You find broken-down models everywhere, playing old and cracked records at the highest volume the machines will give."

"You find them in action in every department of the public market on the Plaza, in stalls where the exposed carcasses of animals hang so thick with flies that you can't see the meat. Between the juke box blaring forth the discordant jangle of the

One of the nicest Openings and Showings held in Los Angeles coin machine circles for a long time was the Showing of the Aireon instrument in the showrooms of the Navarro Distributing Co. Frank Navarro showed himself as an affable host in greeting the terrific crowd in attendance.

Above, left, is the impressive front of the Navarro establishment. On the right is the Aireon phonograph with Ed Haam of Decca; Henry and Al Bringas, Los Angeles; Milton Noriega, Colton, and Frank Navarro.

Below, right, Frank Navarro writes up a large order from Louis Velasco.

20th century, the burro walking round and round a grindstone, and the lion cub prancing from corner to corner of its cage, you can get a pretty good idea of present-day Mexico."

Aireon Accents Plastics

KANSAS CITY—When the new Aireon electronic "Airliner" reaches the market, one of the most striking features of this radically different postwar automatic phonograph will be the extensive use of plastics in its construction.

The plastic components include red "wing tips" and yellow pilaster sections of formed Plexiglas sheet, four red opaque push buttons, one transparent selector key and cover of polystyrene, and four clear acrylic escutcheons—all produced by the injection molding process. Even the coin rejectors are plastic.

Colorful lighting effects are achieved through the diffusion of light by two interior color plastic disc pieces, screened on Vinylite sheeting. The interior illumination is spread through clear Plexiglas panels in front of the cabinet.

Other plastic parts are three windows of clear acrylic sheeting and two transparent windows.

Raymond Loewy Associates were responsible for design of the phonograph.

From all reports, the phonograph will



make an immediate demand for attention, not only for its remarkable sound qualities, but as well for its unusual and colorful appearance.

German Recorders

WASHINGTON—Equipment Intelligence Service has just released descriptive information concerning a German recording process in which planners of coin-operated voice and music recorders are interested.

The machines, known as Teneschreiber and Magnetophon, use a magnetic tape and are said to record voice and code satisfactorily, but not music.

Details, contained in reports No. 1027 and No. 1028, may be obtained from the Office of Publication Board in Washington.

SIX NEW MOVIE SUBJECTS

for
PEEK or PANORAM SERIES 18

featuring

1. ROSALIE de la TORRES
Atomic Bombshell
2. PEGGY DAVIS
Petite and Beautiful
3. YVETTE ARMAINE
Exotic Queen of Strip
4. DOLLY DANIELS
Blonde Tornado
5. HELEN LEROYER
Bouncing Baby Doll
6. HEATHER ENGLISH
Delicate and Lovely

music by
BILLY ROSE
& HIS ORCHESTRA
\$36.00 per wheel of 6.
Series 1-17 also available.
Write for catalog.

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

SPEAKERS RECONING SERVICE

FAST SERVICE

WORK GUARANTEED

Reasonable Prices

SPECIAL ATTENTION TO OUT OF STATE WORK

DEE'S SERVICE SHOP

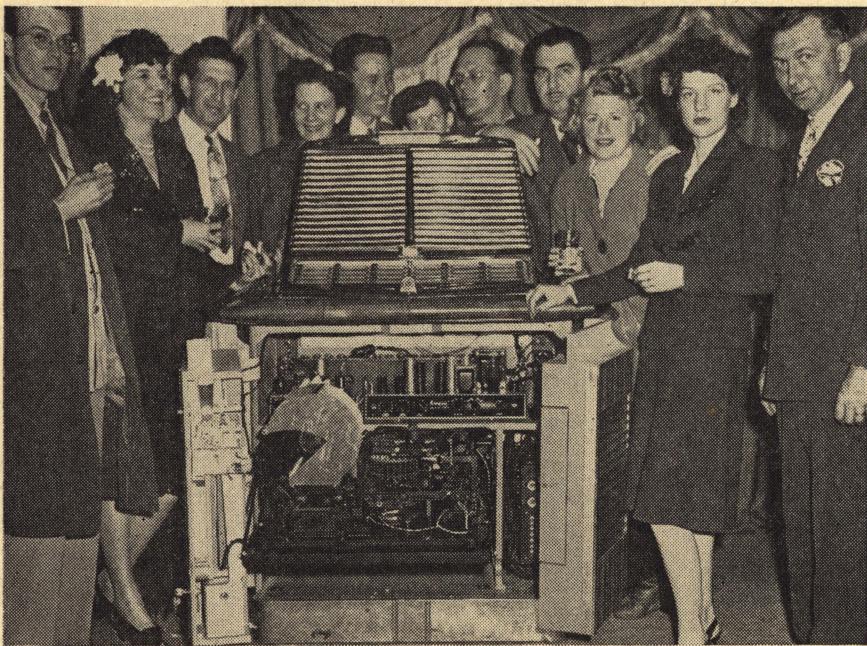
H. M. DeGOVIA

1119 Venice Blvd.

Federal 7875

H. JACK DeGOVIA

Los Angeles 15



Bill Leuenhagen of W. H. Leuenhagen & Co., brought a few of his organization members along to view the new Aireon at Nickabob and see at first hand just what is ahead in operating. Bill is the one in the middle wearing glasses while the girl on the left is Marie Solle, Bill's competent secretary. On the right are Mr. and Mrs. Peter Ley. Ley manages Nickabob's Fresno offices.

Wolf Schedules Three AMI Showings

LOS ANGELES—Bill Wolf, of M. S. Wolf Distributing Co., formerly California Amusement Co., announces that he will stage three premieres of the new AMI phonograph this month. The first of the three big shows will take place at his Los Angeles headquarters on March 27 & 28. On April 3-4, Bill will greet members of the music operators' fraternity at San Francisco.

April 10-11 will be a doubleheader with a Grand Opening of the Seattle branch and the AMI phonograph being displayed for the first time in that city. All of the events will be held in the Wolf Distributing Co. showrooms.

The parties will feature introductions of well known celebrities in the radio and music worlds. There will be refreshments, entertainment and a continuous buffet.

"The new AMI is one of the most beautiful machines I have seen," says Bill Wolf. "The super-illumination makes it a target for everyone's attention, and I am very enthusiastic about the 40-selection feature. The single mechanism which permits a player to choose the tune on either side of a record is one of the simplest and most efficient ever devised."

It is expected that DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Co., will make the trip from Chicago to be on hand for this first showing of the AMI phonograph.

Murdock Vacations at Avalon

LOS ANGELES—George Murdock and George Bennett, of M-B-W Associates, San Francisco, returned north on the 9th after spending two weeks at Murdock's home on Catalina Island vacationing, fishing, and building up momentum and pep for the new Rock-Ola phonograph promotions to come.

Pair picked the two weeks before the Island was opened to the general public, and reported good catches of rock bass, white fish, sheepshead and perch. "About all we did was pier fish, eat fish and rest," said the two Georges.

Happel Has Nelson Needle

LOS ANGELES—William R. Happel, Jr. and his brother, Carl Happel, have praised the new revolutionary idea in long playback needles so much that business on Jack Nelson's Double-Point Phonograph Needle has reached proportions that make it hard for them to keep needles in stock.

"The boys seem to like the idea very much," said Bill Happel, "because of the convenience of having one point on each end. An operator never runs out of a needle, no matter how neglectful he may be in forgetting to put a needle in his pocket or tool box. Also, we find that with Double-Point, it is impossible to put the needle in wrong. There is only one way to use this needle in a pick-up and that is the right way—the straight way—the way records were made to play with phonograph needles."

New Distributor Starts

NEW YORK—A recent addition to the ranks of coin machine distributors is State Music Distributing Co. of Hartford, Conn. Company is busy getting squared away and planning expansion in their quarters, a recently remodeled building with 25,000 square feet of floor space.

The president of the company is Ralph Colucci, a former coin machine operator; the general sales manager is J. Cameron Gordon. Gordon has served in a like capacity with Standard Phono Co. and with RCA Distributors in New England.

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1946

MICROTONE

THE NEEDLE MADE

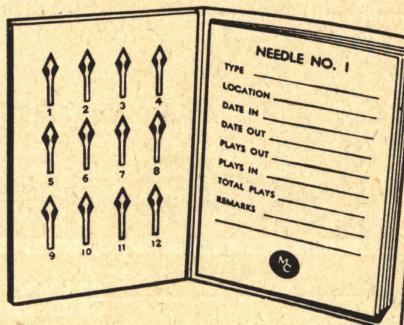
JUST FOR OPERATORS

with the
Loranium tip
FOR 5000 PLAYS

A MARVEL OF MODERN METALLURGY

HARDER than any other alloy needle available at the time of exhaustive tests made by an irrefutable authority.
yet
GENTLER on records than any needle you've hoped to find.

CONVENIENTLY PACKAGED
in a vest-pocket dispensing book, with a place for your service man to record and prove the performance of each needle.



MADE BY THE **MICROTONE COMPANY**
WHO PRODUCED 100 MILLION
NEEDLES FOR THE ARMED FORCES

Microtome is an old hand in the needle business. In recognition of exceptional accomplishment, it was awarded the Navy's Certificate of Achievement. Years of research, manufacturing experience and development

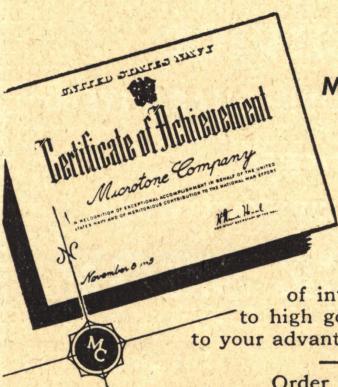
of intricate inspection devices for holding production to high government standards—all these are now turned to your advantage in a needle made expressly for your business

—The Microtome Needle with the Loranium Tip.
Order from your distributor today!

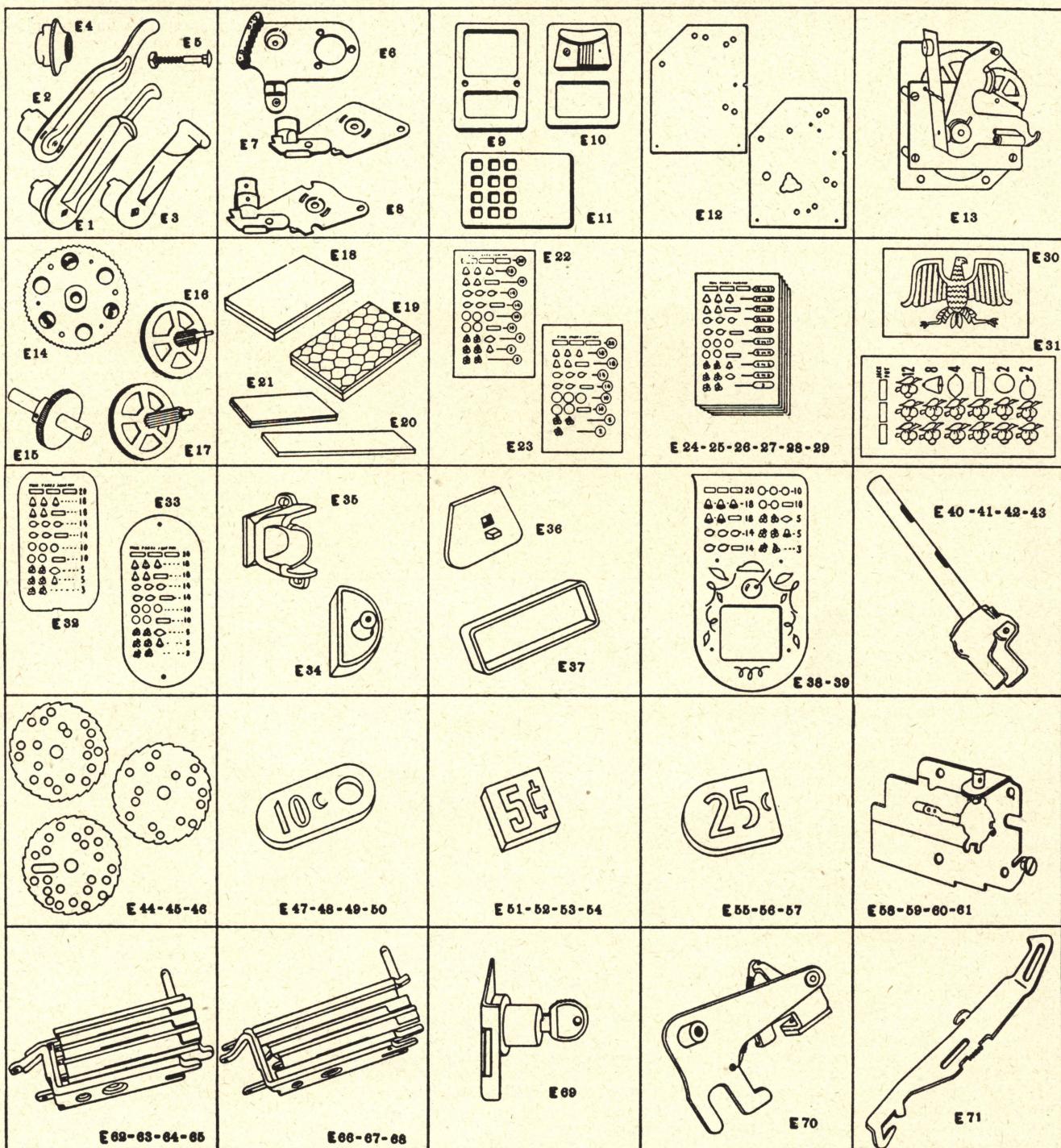
MICROTONE COMPANY, STAMFORD, CONN.

Recording Stylus and
Reproducing Needles

Stamps USA



SLOT PARTS!



COIN
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1946

1 Chromed Club Handle.....	\$4.95	21 Reel Glass.....	\$.50	36 Side Vendor Plug.....	\$.75	52 Price Button 10c.....	\$.75
2 Standard Handle.....	1.95	22 Award Card 3/5 Pay.....	\$.25	37 Gold Award Glass Plug.....	\$.75	53 Price Button 25c.....	\$.75
3 Handle for 3 Bell, Jumbo, Etc.	3.95	23 Award Card 2/5 One Cherry Pay.	\$.25	38 Etched Award Card for Chromes		54 Price Button 50c.....	\$.75
4 Handle Hub.....	3.25	24 Award Card Stagger 3/5 Pay...	\$.50	3/5 Pay.....	4.95	55 Original Chrome Price Button 5c.	.95
5 Handle Bolt.....	.25	25 Stagger Award Card 2/4 Pay...	\$.50	39 Etched Award Card for Chromes		56 Original Chrome Price Button 10c	.95
6 Handle Starting Lever Bracket..	2.45	26 Stagger Award Card 3/5 Gold		2/5 Pay.....	4.95	57 Original Chrome Price Button 25c	.95
7 Handle Starting Lever.....	3.45	27 Stagger Award Card 3/5 Pace		40 Payout Tube & Hopper 5c	3.35	58 Slide Cover 5c.....	2.50
8 Console Type Handle Start. Lever	3.95	Comet.....		41 Payout Tube & Hopper 10c	3.35	59 Slide Cover 10c.....	2.50
9 Jackpot Spacer.....	.95	28 Stagger Award Card 3/5 Extra-		42 Payout Tube & Hopper 25c	3.35	60 Slide Cover 25c.....	2.50
10 Reserve Jackpot Insert.....	1.95	ordinary.....		43 Payout Tube & Hopper 50c	3.35	61 Slide Cover 50c.....	4.95
11 Chrome Jackpot Glass Protector		29 Stagger Award Card 3/5 Extra-		44 Set Payout Discs, case hardened		62 3/5 Pay 5c Slides, Sets.....	5.75
Window.....	2.25	ordinary Gold Award.....		63 3/5 Pay 10c Slides, Sets.....		63 3/5 Pay 10c Slides, Sets.....	5.75
12 Set Drill Proofing, Side Plates	4.95	30 Extraordinary Eagle Card.....		64 3/5 Pay 25c Slides, Sets.....		64 3/5 Pay 25c Slides, Sets.....	5.75
13 Clock for Mills.....	17.50	31 Award Card for Q. T.'s.....		65 3/5 Pay 50c Slides, Sets.....		65 3/5 Pay 50c Slides, Sets.....	25.50
14 Master Clock Gears.....	3.50	32 Etched Chrome Metal Award Card		66 2/5 Pay 5c Slides, Sets.....		66 2/5 Pay 5c Slides, Sets.....	5.75
15 Ratchet Post Gear.....	3.50	Square Type.....	1.45	67 2/5 Pay 10c Slides, Sets.....		67 2/5 Pay 10c Slides, Sets.....	5.75
16 Idler Pinion Gear.....	2.95	33 Etched Chrome Metal Award Card		68 2/5 Pay 25c Slides, Sets.....		68 2/5 Pay 25c Slides, Sets.....	5.75
17 Small Gear Long Shaft.....	2.95	Oval Type.....	1.45	69 Bell Slot Machine Lock.....		69 Bell Slot Machine Lock.....	2.95
18 Safety Jackpot Glass.....	.95	34 Spoon Proof Plug.....	1.25	70 Reel Operating Kicker Lever.....		70 Reel Operating Kicker Lever.....	4.95
19 Wired Jackpot Glass.....	.95	35 Spoon Proof Cup.....	1.45	71 Coin Advancing Bar Operating			
20 Escalator Glass.....	.50			Lever.....			
							2.95

EXPOSITION GAMES COMPANY
989 GOLDEN GATE AVENUE PHONE: WEST. 4036 SAN FRANCISCO 2, CALIFORNIA

CIGARETTE VENDING



Tobacco Ass'n Plans San Francisco Meet

SAN FRANCISCO—From May 1 to May 4 inclusive, the National Association of Tobacco Distributors will hold a 4-day convention in San Francisco. This is the first time that the organization has met west of Chicago.

The board of directors, composed of 25 leading tobacco distributors representing every section of the country, will open the convention on May 1.

Regular sessions of the convention will be held on May 2 and 3 in the St. Francis Hotel, followed by a banquet for all convention delegates Friday evening, probably in the St. Francis. On Saturday, May 4, visiting delegates will be shown the San Francisco Bay and Peninsular areas, will visit the University of California and journey on down to Stanford University. Saturday evening, Herman Bercu of Briarwood Corp. will serve dinner for the delegates in his pipe plant.

Three hundred hotel rooms are being sought in the downtown section of the Bay City for an estimated 500 distributors and manufacturers representatives.

Joseph Kolodny, secretary of the association is handling general arrangements for the convention, and Sylvan Mirsky of B. Mirsky & Sons, California director of the organization, is in charge of local arrangements.

Await Cig Clarification

NEW YORK—Vending machine manufacturers in the East admitted uncertainty over receipt of Amendment No. 17 to Supplementary Order No. 126, in which the Office of Price Administration granted exemption from price control for coin-operated machine cabinets.

Industry executives are awaiting clarification of the cabinet exemption, since, as they pointed out, vending machine production as a whole had been exempted last year from price restrictions.



Snapped at the history-making meeting of the Chicago Tobacco Table when Dr. Bradley gave his famous talk on tobacco. Left to right: Jack Kelner, Secretary of the Chicago Table and Chicago Editor for THE REVIEW; Joe Loeser, President; Dr. Preston Bradley; and Bill Rendall.

COIN
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Depreciation? . . . So What?

by a Distributor
who prefers to remain anonymous

"Depreciation of equipment? I don't know what you're talking about!" That's what one vending machine operator said to us the other day. "I don't know what you mean by 'depreciation,' and so what? I'm in the vending machine business, I am, I run a whole string of machines. I visit them once a week, once in two weeks, or however often it takes. I keep my machines as clean as anyone does. I use fresh merchandise. I take out a lot of pennies from machines. 'Depreciation of equipment?' What do you think I am, a corporation? Phooey! I'm an operator!"

He means he's an operator, this guy, and he doesn't care who knows it. What's more, he doesn't care anything about depreciation of equipment and he doesn't care who knows THAT.

He's a little bit frightening, this big chap with his string of vending machines,

and his big voice, and his disdain for depreciation of equipment. But he's just like so many others . . . they operate strings of machines, too, some of them with huge success, some of them in a smaller way, and they take their profits, and some put money aside to buy new equipment, and some don't. But we've found it's good business . . . both from our standpoint and the operator's . . . to give a few friendly words of advice whenever the man will listen. Usually, after he's thought the thing out, he's grateful for the suggestion. Always, after it's saved his business, he's happier because he listened.

So we sighed, and plunged into telling our story to this chap who is so typical of so many operators. What we told him went something like this:

We've spent a good bit of our life in accounting work (we began) and part of it has been for big corporations. You said something about our thinking maybe you were a corporation. We know you aren't, of course, but we couldn't help thinking about how corporations got big. And we couldn't help but remember that individual enterprises get big the same way. It's done by planning for it. Would you start out for dinner at some swanky place, with the wife or girl friend, and maybe a couple of friends, without being sure, before you started, that you had enough cash to cover the tariff?

The operator admitted probably he'd check his pocketbook first to be sure of how many drinks he could buy, so he'd know when to let the other fellow start

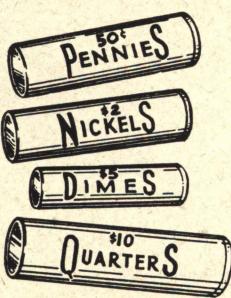
TURN PAGE

STEEL-STRONG TUBULAR WRAPPERS

MADE OF EXTRA HEAVY, SPECIAL
GENUINE KRAFT PAPER, GLUED
PERFECTLY AND CORRECT IN SIZE.

A "STANDARD BRANDS" SPECIAL

1000 to Box.....	ea. .65
1 Case.....	per M .60
3 Cases.....	per M .55
6 Cases.....	per M .53



BADGER SALES
1612 W. PICO BLVD.
LOS ANGELES

BADGER NOVELTY
2546 N. 30th ST.
MILWAUKEE

buying.

You see? (we went on). That might be called depreciation of the pocketbook. When the money's all gone, either you quit buying yourself, or you go get some more money, or you go back to the kitchen and start washing dishes to pay the check!

The operator grimaced, as though maybe it had happened to him once, and he'd learned his lesson.

Now back to these corporations, we continued. Suppose the railroads said "All right, we'll take all the money we get from passenger fares and freight, and we'll pay our salaries, and the cost of running trains, and keeping stations in good shape, and all that sort of thing, and then we'll just spend the rest of the money. Nuts to the future!"

Or suppose the water companies said, "We'll pay just what it costs us to operate NOW, and we'll let the future take care of itself."

Do you carry life insurance? (we asked the operator). He said he did, and we asked why. "Because some day I'll die, and I won't earn any more money, and I want the wife and youngsters to be provided for."

There he was. He'd played right into our hands, and we made his answer point a moral. We said:

You've taken out life insurance because someday you're going to die. Maybe you've got some retirement insurance, too, so when you get too old to earn a living your insurance policy will go on earning for you and you'll still have money coming in. That's just what these big corporations do when they depreciate their equipment. They plan ahead, so that when their equipment "dies" they'll go right on making money. How do they figure it? They put aside so much money each month or each

week or each year, a certain percentage of the cost of the equipment. They know just about how long the stuff will last, and then when it wears out they have the money to buy something new. If a street car breaks or wears out after a certain number of years, the company has money put aside to buy a new one to replace it. If they weren't fixed that way, they'd have to do as we said . . . either go out of business, or float a bond issue. And when water pipes rust through the water company is all set to put in new piping without having to scurry around and borrow the money somewhere. That's planning. That's what makes corporations big, and it's what makes individual business men more prosperous.

Cigarette operators are a pretty shrewd bunch, all in all (we continued) and they're pretty thorough and consistent about setting aside a certain amount of money, regularly, marked "Depreciation" and then when they have enough to buy a new machine they buy it. If they can't find another spot for the machine the new one is replacing, they sell it for ten or fifteen dollars, or else they junk it.

Music operators didn't always start out with the idea of depreciating their equipment, but pretty soon they found out they had to. Marble tables are depreciated, too, by the wise operators who are making the most money from that phase of the business. There's a normal length of time in which equipment can be expected to be popular and profitable. After that time the machine is either worn out or has lost its popularity. For marble game operators that time is shorter than it is for other operators. But however long the time may be, regardless of the type of equipment, if it's planned for in advance the operator can go out without worrying and buy

something new, and go right ahead, making money all the time.

The operator we were talking to seemed to be taking it all in, so we went right on:

Now we know what you're thinking, we told him. You're thinking that if you have to hold out money for depreciation you won't make so much money.

He nodded his head, and we went on to explain: Let's say you have a hundred machines. You take all the profits and by and by you come to the end of the line and there's no transfer. Your machines are either worn out or your spots are inviting other operators to come in with newer equipment. You either borrow money and buy a hundred new machines or you go out of business. And if you borrow the money, it means you won't be earning anything for about two years while you're paying it back. It hurts to buy a hundred machines all at once if you're not prepared for it. You could buy one new machine a month a whole lot easier . . . it wouldn't really hurt, and you'd be keeping your equipment modernized.

It really costs less than you'd expect. Ten to one you're worrying without need. Any good machine should earn its cost at least once a year. Suppose we figure the machine will be good for seven years. Then you should set aside fifteen per cent of the machine's cost each year . . . one-and-a-quarter percent a month. That isn't the same thing as fifteen percent of the total receipts; two percent of the total receipts should replace all equipment every seven years.

Here's another picture of it, we said, and we drew a picture for the operator. It looked like this:

For each \$5 machine with a 7-year life, set aside 6c each month.
(See DEPRECIATION, Page 84)

National alone will offer...

...The finest features, which are necessary for efficient operation. You will recognize them instantly because of their importance to YOU. Operating experience has proved NATIONAL quality and performance has TOPS. We are aware of your merchandising requirements . . . and the New NATIONAL is the answer. It's New! It's Revolutionary! It's Tops!

National Vendors Inc.

5055 Natural Bridge Avenue
St. Louis 15, Mo.

Manufacturers
of Cigarette
and Candy
Vending
Machines

WIDE ACCLAIM GREETS NEW ROWE CRUSADER

Operators Call it "Greatest Achievement"

Cigarette vending machine operators who have seen the new ROWE CRUSADER at N.A.T.D. shows, also in Rowe's show room and on their own locations, are paying rare tribute to Rowe's leadership by unanimously acclaiming and endorsing this 1946 machine as Rowe's greatest achievement in design, beauty, engineering efficiency and performance.

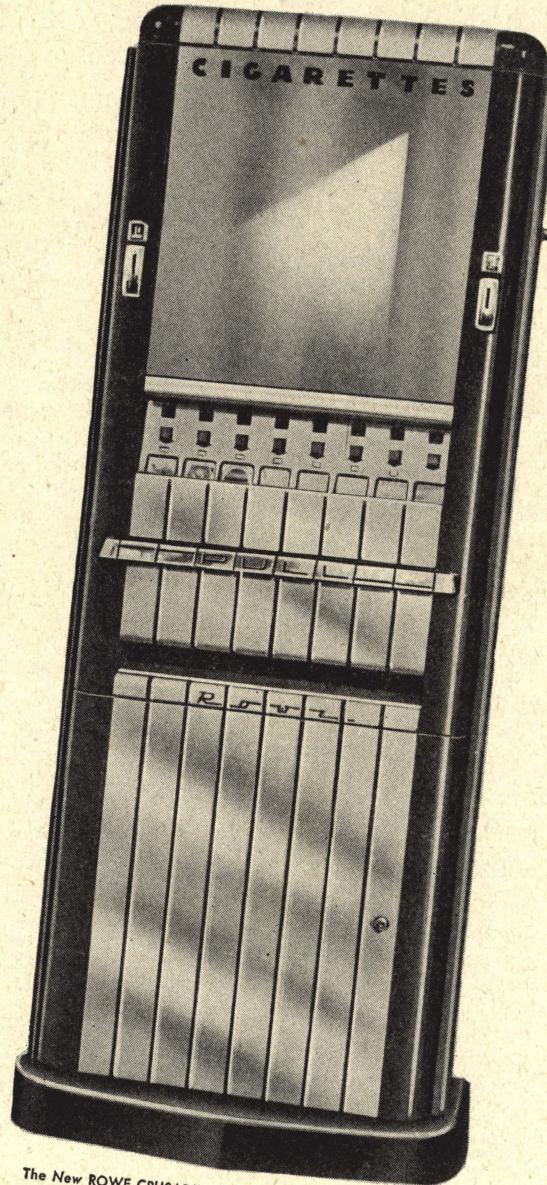
Operators are particularly impressed with the fact that because of Rowe's experience and concern for the needs of operators, the new Rowe Crusader has been designed to give a maximum of efficient and practical "on-location" loading capacity. This is obtained by Rowe's origination of the dual or shift column which provides the same efficiency in capacity that operators must provide in their own cigarette stockrooms.

In either place—machine or stockroom—it is obviously wasteful and impractical to allow the same amount of space for slow-sellers as for fast-moving brands.

Thus, all ROWE CRUSADERS are equipped with dual or shift columns in fifty percent of the columns. The 8-column CRUSADER has 4 shift columns, and the 10-column machine has 5 shift columns. In this way, maximum capacity is provided for fast-moving brands and sufficient capacity for slower-selling brands. The result is that staleness in cigarettes caused by overloading is prevented and the operator's machine inventory on location is kept no higher than necessary.

Never before in Rowe's history, has a ROWE cigarette vending machine been so enthusiastically received.

Operators are urged to place their orders for their ROWE CRUSADERS at once.



The New ROWE CRUSADER comes in maroon, gray, blue or white and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect. Wood grain, special finishes and satin chrome will be available at extra cost.

Rowe

MANUFACTURING CO., INC., BELLEVILLE, N. J.
World's Leading Manufacturer of
Automatic Merchandising Equipment

Progressive Operators Are Now Ordering

The New ALL ELECTRIC
CIGARETTE VENDING
MACHINE

As Modern
as Tomorrow

COIN
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From all over the country and even from some foreign countries, orders and inquiries have been pouring in from progressive operators for Eastern's new All Electric Cigarette Vending Machine. Operators who want to keep abreast of the times realize that here is the finest cigarette vending machine yet produced—a machine whose positive silent operation and sleek modern beauty is truly "as modern as tomorrow".

SIX REASONS WHY OPERATORS PREFER THIS MACHINE

1. Delivery several times faster than other machines.
2. Silent, safe, smooth and positive operation.
3. Precision made inter-changeable parts.
4. Illuminated show case displaying actual size of packages.
5. Built in instantaneous price changing control on each column.
6. This machine has been given a working test equivalent to six years of normal operation.

PRICE **\$159** F.O.B. FACTORY

Remember orders are being filled in the order received. Join the March of Progress in the trade and place your order today.

Exclusive Sales Distributors

EASTERN ELECTRIC VENDING MACHINE CORPORATION

General Motors Bldg., 1775 Broadway, New York, N.Y.

Manufactured by C-Eight Laboratories
Newark, New Jersey

Tel. Circle 5-7851

J. P. Marcelle, Pres.; Mario Caruso, Sec.
& Treas.; Hal R. Meeks, Sales Manager





Curtiss Gave Millions of Candy Bars to GI's

CHICAGO—With security restrictions relaxed, Otto Schnering, president of Curtiss Candy Co., reveals that his company gave over five million Baby Ruth and Butterfinger candy bars to men and women in the armed forces during the war.

"These bars were given outright to our boys and girls in uniform in service centers, canteens, hospitals and ports of embarkation," Schnering said, "and were in addition to the millions of candy bars and packages of fruit drops sold to the services for inclusion in rations or sale in post exchanges and ship service stores."

Many of the bars were given away in conjunction with a camp show the company sponsored throughout the war and for several months after the capitulation of Japan. Others were given to men and women leaving for foreign duty.

Sweets Co. 50th Birthday

HOBOKE, N. J.—Sweets Co. of America, Inc., manufacturers of "Tootsie Rolls", one of the oldest trademarked candy items, is this year observing its 50th anniversary.

Product was created in 1890 by Leo Hirschfeld in Vienna. Today the firm has one of the nation's most modern and completely mechanized candy plants providing more than 50,000 square feet of space and employs more than 700 people.

Name Bradley Director

BUFFALO—Newly appointed regional director of the National Automatic Merchandising Association is Frank J. Bradley, candy vending machine operator and owner of Automatic Equipment Co., Buffalo, N. Y.

Bradley is representative for the association throughout New York State and parts of Pennsylvania.

Editors Are Candy's Best Friends, Says Cady

CHICAGO—Among candy's best friends are the food and nutrition editors of America's leading magazines, declares S. H. Cady, Jr., director of the Council on Candy of the National Confectioners' Association.

Cady recently visited a number of magazine editors, and writers for press associations and feature syndicates. He discloses that he found wholehearted agreement on three points: that candy has a definite place in the diet; that candy should be included as a dessert in children's school lunches; and that candy should not be fortified with synthetic vitamins.

The views of these editors and writers is considered of first importance inasmuch as millions of American readers accept such views on nutrition.

Said one editor: "There can be no question of candy's value as an energy food. I don't see how anyone can quarrel with your statement that candy eaten in moderation has a worthwhile place in the diet."

"If I were in charge of school lunch programs," said another leading writer on food topics, "I would include candy as the dessert on many of the lunches. Active, growing children need carbohydrates as well as vitamins. Deny them candy at school and they'll get it somewhere else . . . and in quantities, perhaps, that are unreasonable."

Looking with disfavor on the fortifying of candy with synthetic vitamins, many of the editors urged that candy be sold as an energy food and as a contribution to the joy of living.

Some of the food writers interviewed were directors of *Good Housekeeping*, *Parents*, *Woman's Day*, *Ladies' Home Journal*, *American Home*, *McCall's*, and *Women's Home Companion*.

Fleer Buys New Plant

PHILADELPHIA—In line with its large expansion program for the mass production of Fleer's Candy-Coated and Fleer's Dubble Bubble gum, the Frank H. Fleer Corp. has purchased a new concrete building in Philadelphia containing approximately 120,000 square feet of space.

Gilbert Mustin, president, states that the plant originally was a warehouse and was rebuilt in 1943 by RFC as a war manufacturing plant. The building is located on 6 1/4 acres of ground and is two stories high over most of its length. A third story contains a fully equipped cafeteria and recreation room for employees.

A railroad siding into the second floor will facilitate the handling of raw materials and outgoing carload shipments.

Removal of wartime equipment and structural alterations have been in progress for some time. The company expects to be in its new quarters early in April.

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DAVID HARDING

counterspy

OVER ENTIRE ABC NETWORK

193 STATIONS
Every Sunday Afternoon

5:30 to 6:00 P. M. EST
4:30 to 5:00 P. M. CST
3:30 to 4:00 P. M. MST
2:30 to 3:00 P. M. PST

That super-thrilling
program of mystery,
intrigue and adventure

SCHUTTER CANDY Division of UNIVERSAL MATCH CORPORATION
GENERAL OFFICES, SAINT LOUIS • FACTORY, CHICAGO

Operators As Candy Jobbers

Among candy vending machine operators there is a growing conviction that their type of distribution service is the most profitable one for the candy manufacturer. Around 600,000,000 candy bars are estimated to have been sold in the United States last year through vending machines. Other estimates place vending machine sales of candy bars at from 15 to 20 per cent of total output of all bars sold in the United States.

In view of these figures, the contention of vending machine operators demands consideration.

Selling merchandise through automatic vending machines is no different than selling merchandise in any other way. Naturally, the chain store merchant, the supermarket owner, the food wholesaler, the drug jobber and the drug store owner, the theater concessionaire, and others—each in turn insist that his own type of distributive service is the best.

The fact of the matter is that each one of these distribution factors is a valuable outlet for candy and is effectively aiding more efficient distribution. As a general rule, the best distributor of candy is the firm or individual who, without indulging in price cutting and other reprehensible practices, can sell the most candy over the widest territory.

However, the existence of a number of distribution factors presents the candy manufacturer with a difficult problem. It is up to him to choose the type of distribution service best suited to his needs. It is up to

him to decide on the type of coverage his product requires and what distributive service will sell and re-sell his product to the greatest possible number of customers.

Because of the tremendous outlet that vending machines provide, the candy manufacturer must give considerable attention to the operators of such machines. The operator's job, like that of the wholesaler and the jobber, requires salesmanship and merchandising ability. In his machines he has a limited number of columns—eight, at most—and so the bars he selects are the bars that show the largest volume of sales.

During the war the best selling bars were, and in some cases continue to be, practically unobtainable. The hard-pressed operator has been forced to run from one jobber to another, from one wholesaler to another—and in the end often has accepted inferior goods that do not sell.

That condition is changing. As fast-selling brands become available once more, the smart operator is beginning to become more outspoken about faults in the distributive methods of some candy manufacturers. He is impatient with his jobber's delay in receiving shipments. And the longer he waits the more impatient he becomes at the thought that no matter how many months overdue the order may be, he still is going to have to pay the jobber more than the manufacturer's price.

The result is that the larger operators of candy vending machines will become candy jobbers themselves. This way, they will assure themselves of a fair share of existing

candy supplies and will earn for themselves the profit formerly realized by the jobber.

The most progressive candy manufacturers will not take an adverse view of this development. The manufacturer is not primarily concerned with how many or what classification of distributors he has on his books. What is important is that these distributive outlets must be active and progressive accounts.

Candy bars—most of them selling for five cents—represent over 52 per cent of all candy sold. A large percentage of these bars are sold through vending machines. Such sales will pyramid in the months to come, as new vendors reach the market, new locations are opened, and plentiful supplies of candy become available. All signs point to an increasing number of vending machine operators entering the candy jobbing business. And it behooves candy manufacturers not only to accept this situation but actively to cooperate with it.

DEPRECIATION

(Continued from Page 80)

For each \$10 machine with a 7-year life, set aside 12c each month.

For each \$20 machine with a 7-year life, set aside 24c each month.

For over 100 \$5 machines, set aside only \$6 each month.

The operator's face cleared and he wiped his brow. "Is that all there is to it?" he asked. "I thought it was something complicated. There's only one trouble. My stuff's all five years old now. What'll I do?"

"Get started . . . right now, boy," we told him.

He went away, converted. He's started to depreciate his equipment, setting aside a little more each month than he would have had to if he'd started from the beginning, but then he's got to make up five years and he knows it, and he's determined not to get caught short at the end of the line without the fare to get back, so he doesn't mind if he doesn't make quite as much as he did before. He knows he'll be making it a lot longer.

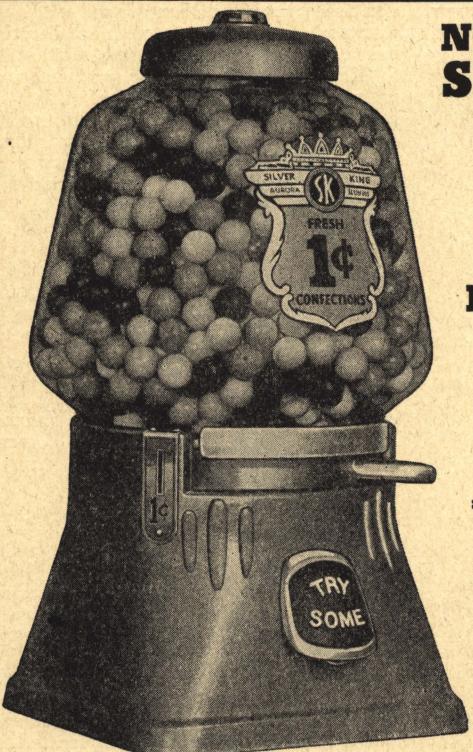
We get a good feeling when somebody listens to our talk on depreciation or retirement of equipment and decides to try it. We know they'll be back so often to buy more machines, we know they're regular customers. Moreover we know they won't mind buying them because they'll have the money. Only we wish we could tell everybody all at once, because tomorrow we'll have to go all through it again, explaining why, and telling some operator how simple it is . . . just take the total number of months in the number of years you expect your machine to earn money for you, and divide its cost by that number of months. Then set aside each month the amount you get by dividing, and you're planning for the future. That's the way corporations get big, we'll have to tell him. That's the way you'll get big.

To Fight Cig Tax

LOS ANGELES—Cigarette black markets would be one result of the proposed tax of 2 cents a package. Others would be to drive a large part of the tobacco business into the country and into the hands of mail order concerns, seriously curtailing revenues of city vendors.

Thus declared I. L. Zimmerman, Retail Tobacco Dealers Ass'n. president, in speaking before the local Tobacco Table.

The Table pledged its efforts to defeat the pending proposal.



NOW—NEW—1946 SILVER-KING

\$7 50 IN LOTS 50 OR OVER

10 @ \$8.25
1-9 @ 8.95

NOW SOLD ONLY DIRECT
Factory-To-You
(ONE PRICE TO ALL)

BEST FOR BALL GUM, NUTS, CANDIES, ETC.

MANY NEW FEATURES

NEW TIME SAVING ACCESSORIES

ORIGINAL—POLISHED ALUMINUM COIN COUNTERS

5c
1c & 5c Comb.
1c

\$1.50 - \$1.75 - \$1.50

SILVER-KING CORP. 622 DIVERSEY, CHICAGO 14, ILLINOIS

Now Delivering
 OUR NEW
 NINE COLUMN 5¢ BISCUIT VENDOR
Dispensing
"NIKS"
Sunshine Biscuits

A Product of
 LOOSE-WILES BISCUIT COMPANY

"NIKS" are available to our operators



STILL AVAILABLE

A Number of Exclusive
 City, County and State Franchises.

Never before has such a complete operating package been available . . . Sunshine Biscuit "NIKS" from conveniently located by the country's largest grocery chain . . . a fool-proof, specially designed Biscuit Vendor . . . complete protection, against competition . . . an operation that has been tested and proven profitably sound in top locations in New York City the past five years.

Exclusive franchises already signed indicate operators appreciate this to be a sensational operating buy!

\$95 F. O. B., N. Y.
 COMPLETE WITH STAND
 SPECIFICATIONS
 Cabinet: 26" wide, 39" high,
 8½" deep. Stand: 27" wide,
 23" high. Weight: 98 lbs.
 Weight with carton: 105 lbs.



WRITE OR WIRE TODAY
 STATING TERRITORY DESIRED!

STATLER DISTRIBUTORS, INC.

STATLER MANUFACTURERS CORPORATION

Exclusive National Distributors of Loose-Wiles Biscuits "NIKS" to the Coin Machine Trade

2112 BROADWAY, NEW YORK 23, N. Y.

Pan Confections HARD SHELL CANDIES

Buy for

- ✓ High Quality
- ✓ Taste Appeal
- ✓ Eye Appeal
- ✓ Volume Sales
- ✓ Low Cost

FINEST QUALITY VENDING CANDIES

Let Us Put You on Our Mailing List

Pan Confections

311-329 West Superior St.

Chicago 10

Bars Teen-Tested

NEW YORK—When the 'teen-ager buys candy (and this group is one of the largest purchasers of candy bars) he or she buys by brand. This is brought out in a recently published survey conducted by Fawcett Publications, Inc., New York.

In a test to ascertain what two candy bars boys and girls under 20 years of age prefer, candy bars of Mars, Inc., outdistanced the rest of the field. *Milky Way* led with 11.1 per cent of the sale, *Mars* was seventh, and *Snickers* and *Dr. I. Q.* were mentioned.

Second place in both tests was won by *Baby Ruth*, of Curtiss Candy Co., closely followed by Williamson's *Oh Henry!*

Peter Paul's *Mounds* finished fourth and Clark's *Clark Bar* finished fifth, in both tests.

It is interesting to note that the results of these tests on 'teen-agers are almost the same as the results of tests for veterans' candy preferences, as reported in the October 1945, issue of THE COIN MACHINE REVIEW.

Complete results of the two tests are as follows:

FIRST CHOICE

Brands	Per Cent
Milky Way	11.1
Baby Ruth	7.9

Oh Henry!	7.2
Mounds	5.2
Clark's	4.6
Fifth Avenue	4.9
Mars	1.7
Power House	1.5
Old Nick	1.3
Swing	1.3
Butterfinger	1.1
Sky Bar	1.1
Heath	1.1
Pay Day	1.1
Brach	1.1

SECOND CHOICE

Milky Way	12.5
Baby Ruth	8.8
Oh Henry!	8.5
Mounds	6.3
Clark's	4.9
Mars	2.7
Butterfinger	2.6
Brach	2.6
Power House	2.5
Fifth Avenue	2.2
Old Nick	1.9
Snickers	1.7
Dr. I. Q.	1.2
Life Savers	1.0
Choclettes, Walnettos	less than 1
Tootsie Rolls	less than 1
Nibs	less than 1
Heath	less than 1

Look to VIKING for THE BEST

Buy your Vendors where you're sure you can't go wrong. VIKING has all types of Vendors—BUT we will not hand anybody a lemon. Everything we sell is proven by our rigid requirements.

MR. OPERATOR: Bank on us for the best equipment money can buy. For vending machines and supplies, see us today and always!

Let us have your orders now for the

NORTHWESTERN DE LUXE The World's Finest Bulk Vendor

DELUXE

Lots of 100 or More.....	\$18.95	Lots of 100 or More.....	\$ 9.60
Lots Less Than 100.....	19.50	Lots Less Than 100.....	9.75
Lots Less Than 25.....	19.75	Lots Less Than 25.....	9.95

(F.O.B. Factory) ORDER TODAY!

VIKING SPECIALTY COMPANY
530 Golden Gate Ave., San Francisco 2, Calif.

Greene Sees Big Future

NEW YORK—R. Z. Greene, president of the National Automatic Merchandising Association, predicts that the merchandise and service vending machine industry will make its greatest progress in 1946. Members of the board of directors of the organization attending the quarterly board meeting at the Savoy-Plaza, confirmed Greene's view.

The greatest progress is indicated in the industrial field. "If there was ever any doubt about the economic soundness of merchandising through machines," Greene said, "it was completely wiped out during the war. This modern method of distribution has been wholeheartedly accepted as necessary to employee morale by industrial leaders throughout the nation."

While the expansion of automatic merchandising as a supplemental method of distribution largely will take place, board members feel, in the already well established lines of candy, cigarettes, cigars, carbonated beverages, gum and salted nuts, new machines for supplementary feeding will become increasingly important during 1946. These include the new hot-sandwich machine recently announced, and improved hot-coffee and milk venders.

Gum Slows Decay

EVANSTON, Ill.—A shot in the columns for gum vendors emanated from here on February 17th when Dr. Leonard S. Fosdick, professor of chemistry at Northwestern University's Dental School, said that results of an 18-month research project showed that tooth decay can be reduced 60 to 90 per cent through the regular use of gum fortified with vitamin K.

Fosdick said the vitamin K retarded the formation of acids which cause decay. "In chewing gum vitamin K retains its characteristics while it is an unstable compound and ineffective in water. In gum it is easily administered and properly dispersed through the mouth," he said.

Vote on Cig Tax

DETROIT—A proposal to let the voters decide whether a bonus for veterans shall be financed by a cigarette tax has appeared in the Legislature when there was submitted a resolution which, if adopted by voters this fall, would give every veteran \$15 a month up to \$250 for service in the United States and up to \$500 for service overseas. Payment would be financed with a three-cent tax on cigarettes, a levy which would bring in an estimated \$15,000,000 a year.



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MORRIS, ILLINOIS

What's Going on? in the UNITED STATES

Supreme Court Decision Favors Boston Operator

BOSTON—A legal victory for Sidney A. Wolbarst of the New England Exhibit Co. is the result of his appeal to the State Supreme Court on a fine of \$10 for being in possession and control of two pin-ball machines at the Turnpike Amusement Park, Inc., with which he is connected. Wolbarst and the New England Exhibit Co. have fought their side of the case in the lower courts from the beginning.

The city of Cambridge has no right to enact its own anti-pin-ball machine ordinance making the possession and control of such machines illegal, in the face of the State's "complete and comprehensive" statutes on the matter, the Supreme Judicial Court ruled March 6.

The court thus overruled Judge George F. Leary, who had imposed the fine on Wolbarst for being in possession and control of the two pin-ball machines. This charge was brought on the basis of the city ordinance, rather than the State law.

"Where, as here," the decision by Justice James J. Ronan stated, "the Legislature has enacted a complete and comprehensive statutory system designed to eliminate the evils of gambling, there is no room for ordinances or by-laws. It could hardly have been intended by the Legislature in enacting the statute empowering cities to make by-laws and ordinances managing their affairs, preserving peace and good order and maintaining their internal police, to change its long-established policy of dealing with gambling on a State-wide basis and to delegate any such authority to cities and towns. We hold no such power was conferred."

Wolbarst was prosecuted under the city ordinance, although his machines made no return to the player either in cash or in something of value.

Naturally Wolbarst and his company are



Walter R. Sorensen, New England Sales Rep. for Boston's Atlas Distributors, picks the Seeburg 146 for his picture partner. Walter was formerly a Lieut. Comdr. in Naval Intelligence and served 3 years in the ETO.

feeling much pleased with the outcome of the case.

* * * *

Jack Ravreby, owner of the Owl Mint Machine Co., says "We are about to take better and larger quarters to meet our demands, the location of which will be announced in a future issue."

Ravreby also said that the jobbing business throughout New England has been such that they are having a hard time meeting demands. They are looking forward to bigger and better business, if factories could only produce the merchandise.

Commenting on the Cambridge pin-ball

decision, Ravreby said, "We are fortunate in Massachusetts to have obtained a decision from the full bench of the Massachusetts Supreme Court which said the city of Cambridge had no right to pass an ordinance making the possession and operation of pin-ball machines illegal. It was a very satisfactory verdict for pin-ball operators throughout Massachusetts."

Operators of New England en masse, with a total of 500, including guests, attended the showing of the Greene Distributing Co. of the new Aireon Electronic Phonograph held at the Hotel Kenmore in the Embassy Room. Refreshments were served in the Silver Room. The operators displayed a great deal of interest and enthusiasm and "although we did not solicit any business we were swamped with orders given by the operators themselves."

Joseph Greene, general manager; Arnold H. Greene, service manager, and Julian S. Greene, were hosts, with three members of the Aireon factory staff, Bill Brase, Gene Happle and Mr. McNeil pointing out Aireon's features.

Ben D. Palastrant, Eastern territory regional sales manager for Aireon Manufacturing Corp., attended a showing of Aireon in Albany, N. Y.

The Trimount Coin Machine Co. is now showing some of the outstanding machines, including Williams' new sensational pin game Suspense and Gottlieb's pin game, Stage Door Canteen. Operators are pouring into Trimount's show rooms, looking for all types of new equipment on display, which include Chicago Coin's Goalee, Bally's Victory Derby, Bally's Undersea Raider, Supreme Bolascore, and many other makes of machines. "As soon as any new machine reaches the New England market, Trimount is the first to show it," said Dave Bond.

Ed Ravreby, owner of Associated Amusements, Inc., reports business exceptionally good and is now showing on his floor all the new coin machines that are being manufactured today. Latest reports from Mills Novelty Co. are that the new phonograph, Panoram, and cigarette machines will be ready for display soon. Ravreby assures the public that these machines are worth waiting for. He is as busy as usual, between the New York and Boston offices.

Henry Facktoroff, general manager of

TURN PAGE

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COIN
MACHINE
REVIEW

87

FOR
APRIL
1946

Associated Amusements, reports that business has been exceptionally brisk the last two weeks. He says he has seen more of the old-time operators and a great many of the new ones than he has seen before. He added that the new Pre-Flight Trainer will be on display about in March and expects to have a number of arcade men in to see him.

The Apex Coin Machine Co. had such a flurry of business that it was necessary to send an SOS call for machine men to come and help in working on machines and receiving and showing to customers. These men included Calvin "Red" Blunt, Roger "Whitey" Horton, Joseph "Little Joe" Bishop, Jr., and William Daunt. These boys were kept steadily at work for a considerable period.

Walter R. Sorenson has joined the sales staff of Atlas Distributors. He is just out of the Naval Intelligence in the European Theatre, in which he was Lieutenant Commander. He had been in that service in Europe for the last three years. He will be New England sales representative for Atlas.

During the unfavorable weather, the arcade business slumped a bit, but operators are looking forward to fairer skies as spring approaches and are relying on new machines.

A popular lunch counter has been installed at Mike Bond's new arcade, "Mardi Gras," on Washington street.

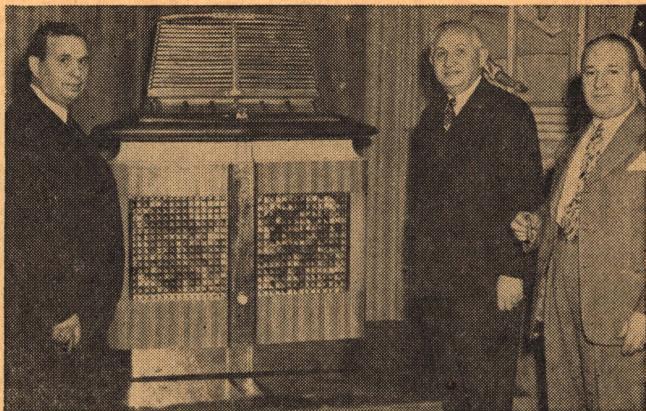
Frederic Wellington

Dallas

More than three hundred operators and coin machine men from Texas, Oklahoma, Louisiana and New Mexico attended the all day showing of the new Aireon automatic phonographs here Monday, March 4th by the American Distributing Co., Aireon territorial distributors for this sector. Assisting Earl E. Reynolds and Porter Harrison of the local firm in demonstrating the new music equipment were Ralph Ridgon, Aireon Regional Sales Manager, Joe Holloway, Aireon Advertising Manager and Harold Smith, Southwestern Division Service Manager.

Visiting operators and music men were quick to express their unqualified approval

Louis Taube, Manchester, N. H., operator; Joseph Greene, Distributor; and Ben Palastrant, Regional S. M. of the Aireon showing in Greene Distributing's Boston display at Hotel Kenmore.



of the beauty and simplicity of design in the new Aireon phonograph. Unlimited demands were made by the attending operators for quick delivery of the new Aireon products. All members of the American Distributing Co., including Mrs. Earl Reynolds, office secretary, were busy throughout the day booking future orders for the new phonographs, wall boxes and other musical equipment. Refreshments were served to everyone attending the showing and a buffet luncheon was graciously presided over by Mrs. Earl Reynolds.

Harry Drollingen, Regional sales manager for Packard Manufacturing Co. and George Wrenn, Sales Manager for Walbox Sales Co. spent the early part of March in the South Texas territory, promoting the sale of Packard products. Walbox Sales Co. report the following new jobbers for the Packard line in South Texas:

Crowe and Martin of Houston, Texas will be the new South Texas jobber for Packard Pla-Mor products. They will be ably assisted by Automatic Music Supplies, George Sheppard, owner, and Houston Amusement Co., Roy Gardner, owner, who will job the Packard line in Houston. New Packard jobbers for San Antonio territory are Martin and Souer of San Antonio and Ackman Sales Co. of the Alamo City. A new Packard jobber for Dallas is Blue Bonnet Music Co.

Dallas' newest coin machine firm is the

Leader Sales and Distributing Co., 4116 Live Oak St. They are the successors to Southwestern Distributing Co., formerly owned by Mrs. Charley Snyder, wife of the late Charley Snyder. Besides Mrs. Snyder, the new member of the firm is Lewis (Lew) H. London, well known coin machine distributor of Pennsylvania and recently of Reading, Pa. Besides his coin machine interests, London is the proud owner of "London's Folly"—a five-gated gelding and a grand Champion stake winner at the recent Chester County horse shows at Devon, Pa.

Leader Sales are the new distributors in North Texas and Oklahoma for Mills Novelty Co. coin machines, and Mills Industries phonographs and music equipment. They will also job Mutoscope picture equipment and Exhibit Manufacturing Co. marble tables.

Sam Yaras, head of Southwest Amusement Co. is still that roving salesman that scouts all parts of the country from the Mexican border to Chicago. Sam just recently returned from a flying trip to practically all the coin machine markets of the East. Sam has announced the opening of four branch offices for Southwest Amusement Co. Al Andres will manage the company's new Houston branch with offices at 738 M and M Bldg. Allen Wallace is branch manager at 210 First Street, N.W., Mineral Wells, Texas and Dick Dixon will manage the Ft. Worth office at 301 East 15th St. Location of the San Antonio office will be announced in a few days.

An open house for the showing of the U-Need-A-Pak vendor line will be held by the Houston branch office within the next ten days.

Frank W. Wood

Philadelphia

Best news of the month was return of a couple of ex-G.I.'s to the local scene after prolonged absence. Coincidentally, both veterans are associated with Raymond Rosen & Co., local Victor and Bluebird record distributor.

Harry Bortnick, well known to the local operators as a former correspondent for THE COIN MACHINE REVIEW and later as sales promotion manager for Raymond Rosen & Co., rejoined that organization after 39 months in the service during which he served in both the E.T.O. and the Pacific theatres. Harry was appointed general advertising and sales promotion manager, acting in this capacity as assistant to Thomas F. Joyce, general sales manager. He'll be around to visit all his old friends in the trade as soon as he gets past the learning stage in his job. He says being a civilian isn't too easy though he hasn't yet threatened to take a bite of the "red apple" and re-enlist.

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Dallas 1, Texas

Sidney Pastner, another vet of long service, rejoined Raymond Rosen & Co. after 42 months in the Army, during which time he served in several major campaigns in the Pacific theatre. Sidney came back as a 1st Lt. He was appointed record salesman in charge of sales to phonograph operators, so you men will be seeing plenty of him now. Sidney was formerly in charge of the record sales counter so he is no stranger to you fellows.

The Atlas Distributing Co., headed by popular Sam Weinstein, did a bang-up job of introducing the new Aireon phonograph to local operators. Their introductory blow-off at the Atlas headquarters, 2013 No. Broad St., was one of the best affairs ever seen locally. When this reporter left the good-looking show-room, which had been temporarily converted into a combination showroom-niteclub, more than 1000 persons had been clocked as attending the affair. Operators from the entire territory came in to congratulate Sam Weinstein on his opening and place orders for the Aireon. Among the important guests was Rudy Greenbaum, Aireon vice president who flew in from Kansas City, Kansas, especially to be present at the local introduction of his machine.

Houston

Wednesday, March 6th, was "A" day in Houston. An overflowing crowd of enthusiastic music operators filled the new home of Standard Music Distributors for the display and demonstration of the Aireon automatic phonograph. The showing lasted all day and late into the night and was attended by operators from every point in the South Texas area. An abundance of delicious foods and plenty of fine refreshments were served throughout the twelve hours of the showing.

Sam Ayo, manager of Standard Music, was himself an operator. He said he believed he knew what the music operator needed, and was confident Aireon could fill the bill. He stated that the reception given the new machine was even better than he had hoped for.

Automatic Music Co., owned by C. M. Robertson, recently moved into new quarters on Stuart St. Robertson bought the building for \$20,000.00 and remodeled it to suit the needs of his extensive coin machine operations. Lower floor is occupied by offices, retail record sales counter, and indoor loading dock and in the back a cabinet repair and refinishing shop. On the second floor is a record storage room, electrical repair department, and plenty of storage space for machines, parts, etc.

A new distributing firm is Southern Distributing Co., opened late in February. They will sell Rock-Ola phonographs in South Texas and handle the complete Jennings line of amusement games. John E. Williams is manager.

Miss Betty Lew Cargill and A. C. (Buster) Ayo were married March 16th. Buster is service manager at Standard Music Distributors and was recently discharged from the Navy.

Taylor & Steele Music Co., a brand new operating firm owned by Joe Steele and J. Taylor—AAA Music Co. is expanding as much as the current shortage of merchandise will permit.—Raymond Williams owner of Commercial Music Co. with headquarters in Dallas visited the Houston office recently—Jess Skiles of Commercial Music's Houston office spent a week end visiting his family and friends in Dallas.

John G. Wright

Kansas City

The retarding forces of strikes and lack of production to a certain extent are being outweighed by a go-forwardness of the operators as evinced by the progressive-ness of a number of firms here. Enlarging quarters and renovations constitute one of the hopeful phases of the business situation providing a foundation for advancement once the impediments to a revival in trade and industry are removed. Although prosperity seems to have stubbed its toe for the present, the smart boys have jumped the hurdle by utilizing this relatively slack period to get ready for the good times to come.

For instance, the Brown Music Co., of Kansas City, Kansas is using a number of devices to slay the dragon of recession. Although Harry J. Brown has received a few Sport Special marble tables and a sprinkling of other vending machines, the flow has not been sufficient to satisfy the "tide that leads on to fame and fortune." Because he operates a music company, he is able to get records for his automatic phonographs. In turn, the used records are

sold in his used record department, all the while the new record business is stimulated by the plays of his machines in the hot spots. He has over one hundred locations serviced by three operators. Also his records are in demand by twenty operators working the rural districts. In event his personnel of nine starts twiddling its thumbs, he can utilize part of his force in the 2,150 square feet of space in the basement of his building which is being remodeled. Here the setting is being prepared to glamorize the late model electrical appliances. Brown is making huge strides. One of them was when he picked Mildred Wade as his assistant. That pleasant girl certainly knows the answers.

The Consolidated Distributing Co., according to Irwin Weiler, is now displaying new machines and delivering! Among the new models are Williams' Suspense pin ball tables, Amusement New Lite Leagues and Rock-Olas. A showing of Rock-Olas attracted dealers from Western Missouri and Kansas. Jerry Joray, formerly with the Wurlitzer Co., now heads Consolidated's service department. Major G. M. Adams connected with Consolidated before the

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Minneapolis 15, Minn.

Marlin Equipment Co.
412 9th St., N. W.
Washington, D. C.

Badger Novelty Co.
2546 North 30th Street
Milwaukee, Wis.

Modern Southern Dist. Co.
459 Riverside Avenue
Jacksonville, Florida

286 N. W. 29th Street
Miami, Florida

California Amusement Co.
1348 Venice Boulevard
Los Angeles, Calif.

1305 Kettner Boulevard
San Francisco, Calif.

Heath Distributing Co.
217 Third St., Macon, Ga.

Roth Novelty Co.
54 Pennsylvania Avenue
Wilkes-Barre, Pa.

Atlas Vending Co.
410 No. Broad Street
Elizabeth, N. J.

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New Orleans, La.

Jules Olshain & Co.
1100-02 Broadway
Albany 4, N. Y.

Clarence Baggett
915 Northwest 21
Oklahoma City, Okla.

The Markepp Co.
4310 Carnegie Ave.
Cleveland 3, Ohio

Birmingham Vending Co.
2117 3rd Ave., N.
Birmingham, Ala.

MIKE MUNVES 510 W. 34th ST., N. Y. C. 1. BRYANT 9-6677

war now is back in the capacity of sales manager. Weiler has just purchased a four-passenger plane which he and his associates will use to cover their territory. Weiler has been flying for over ten years. But will he *deliver* by airplane, the dealers want to know.

One of my never failing news sources is Mildred Nelson, secretary to Carl Hoelzel, United Amusement Co. She stated the firm is making a number of improvements including an addition to the building which will provide about 4,000 square feet of warehouse space. Very small shipments of Exhibit pinball tables and other machines have been received. Two service men have been welcomed back: Bill Nelson and O. E. Gamble, mechanics.

Robert T. Gilbert, son of R. E. Gilbert (Gilbert Amusement Co.) is back from the service, acting in the capacity of route salesman.

Joe Berkowitz' Universal Manufacturing Co. again has enlarged its scope of operations. The firm recently purchased the Bee Jay Products and building in Chicago. The structure provides over 60,000 square feet, according to Berkowitz. Equipment and "rights" to name were also a part of the transaction. It is planned to double the present punchboard production by the end of the year; this also will mean a considerable increase in the personnel which now numbers 150 employees. Ruben Berkowitz will manage the new acquisition which was reported to represent an investment of half a million dollars. Bee Jay has been in operation for over fifty-five years.

Harry Silverburg, W-B Novelty Co., stated they are delivering the new Seeburg. With the settling of the Western Electric strike, he hopes for more equipment.

ment soon. Firm has moved to its new, remodeled quarters at 1518 McGee, utilizing one floor, 50x110. This floor space represents a fifty percent increase over the former location. New Stoner and Gottlieb models will vie for attention soon in this display area.

The Paramount Music Co. reported arrival of shipments of new Seeburg and Wurlitzer models. Nick Marlo and Mike Harris are keeping busy with servicing.

L. P. Donohue, Confection Service Co., Inc., recently took time out for a sick spell but now is back hitting the (pin) ball.

Edward Koch is selling his surplus of peanut vending machines and due to the slowness of supplies shipments he is planning to spot postwar pop corn machines and have them operated at selected locations.

Francis H. Allen, owner of the Automatic Canteen Co., and one-time staff sergeant in the air corps, is back from the service. Instead of buzzing and banging himself against shortage and merchandise obstacles like a wasp, he is busy fusing a recovery mechanism which will touch off sales ammunition in the future.

Warren Doud, Telecoin Corp., is busy with the installation of coin operated Bendix automatic washers which have arrived in quantity!

Dave Cooper and Dave Fleider, Advance Music Co., are completing the remodeling of rather swanky quarters. They have the agency for Aireon sales and service.

Look for big doings soon from Joseph Knapp, Knappyway Devices. Knapp is the inventor of the coffee vending machine.

Frank Buccero and Frank Fasone will enter the wholesale tobacco and candy business at their vending outlet within the

next few weeks. This is their way of helping to stimulate a higher reading on their sales barometer.

Bert Smith, Ace Music Co., is busy remodeling the Jennings Teletones he has on hand, putting in automatic changers.

Walter Adams, Elmad Products Co., is back at his desk after a serious operation.

D. M. Kitterman, National Products Co., while awaiting delivery of essential parts for his vending machines, will manufacture plastics. He reported development of their vending machines working out in fine shape.

The Greater Kansas City A. A. U. Class A. basketball championship went to Aireon recently with a 38 to 23 victory over opponents. The winner earned the right to compete in the national A. A. U. tournament to be held at Denver. Aireon has announced that the company will sponsor a baseball team. There also will be a white and Negro softball team during the 1946 season. Don Botdort, 27 years old, Aireon's recreational director died February 8.

Fred N. Epperson and H. Robert Brown were recently elected to important posts of the Kansas City chapter of the American Society of Tool Engineers.

This joke is getting a laugh at Aireon: Greenbaum: "Doc, do they have juke boxes in heaven?" Kimball: "No, Rudy, they have to have engineers to build juke boxes."

Another step forward in gearing Aireon operations to peace time conditions has been the establishment of the Production Planning, Scheduling, Material Control, Internal Expediting, Dispatching, and Shipping, thus centralizing the responsibility of these functions. Harry V. Wick has been appointed General Supervisor of the department. Wick has enjoyed a wide experience in Production Control work gained with such companies as U. S. Tire and Western Electric.

Kansans will be eagerly watching with interest the results of the notices that recently went to forty county attorneys advising them of nearly 1,000 slot machines being operated in their counties. The list was supplied by the Internal Revenue department. In his letter, the attorney general advised the attorneys that they should investigate the type of machines before taking action. The list contained the numbers of every machine without regard to the amount of stamp tax paid and whether or not the machines are actually gambling or amusement devices. The Kansas Supreme Court has held that machines which do not pay in cash or goods are not gambling devices and therefore are legal.

The leasing for five years of the Aluminum Co. of America plant to the Vendo Corp. has been formally approved by the War Assets Corporation. Lease is subject to the priority rights of the Federal Government agencies. Vendo has leased the main manufacturing general office, employment and cafeteria buildings with a total floor area of 321,760 square feet. Excluded from the lease are various buildings and improvements. The lease calls for a minimum annual rental of \$60,000 plus a percentage of gross sales up to a maximum rental of \$80,000. Vendo will utilize the plant built in 1910 for the manufacture of cast iron radiation equipment (remodeled in 1943 for war work) for the manufacture of bottle vending and coin-changing equipment, low-pressure cookers and other items. About 2,500 persons are expected to be employed. Production at this plant should be under way by June 1 according to Fred N. Pierson, vice-president and sales manager. The two plants now

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being used by Vendo will be consolidated after the aluminum plant is occupied. E. F. Pierson, president, has been in Cincinnati obtaining equipment and materials for the new plant.

Dev Thatcher

Los Angeles

Highlighting Coin Machine Activities in this area the past month have been the showings of the new Aireon and Rock-Ola phonographs. Three distributors had the new Aireon on display. Jack Gutshall went all out with special talent augmenting the music via the new instrument. On hand were Leon Rene and Herb Jeffries of the Exclusive Record label, and Otis Rene of Excelsior Records who favored with numbers of their own. Various artists dropped in throughout the day and night to partake of the barbecued elk, turkey, ham, and liquid refreshments. Proceedings came to a close with a surprise visit by Homer Capehart, Chairman of the Board of Packard, who dropped in to see many of his old friends in the music business.

On Pico Street the Nickabob Co. was the hot spot showing the Aireon machine and providing plenty to eat and drink. Navarro Distributing Co. on the East side of town had a beautiful showing of Aireon with delicious food and refreshments. All in all, the three handled the job in first class fashion.

The new 1946 Rock-Ola arrived at Badger Sales March 13th and a steady stream of operators visited the place to examine the machine and place orders. During the first two days Bill Happel wrote up orders totaling six carloads.

A cocktail party was held in honor of Homer Capehart at the Ambassador Hotel. More than 100 were in attendance to pay their respects to Homer. Party was sponsored by Mr. and Mrs. Chas. Washburn.

Lou Favorite has opened a shooting gallery at 631 S. Main St. Lou has formed a firm known as the S. & F. Investment Co. to operate galleries in Chinatown and elsewhere. Spots are using McGlashan guns.

Al Armos, Golden Gate Novelty, San Francisco, was in town on the 15th visiting jobbers.

Charley Washburn has just returned from a business trip "south of the border" in the interest of Peerless Discos and other matters.

Coast Record Manufacturing Co. expects

to be open for business at its new quarters, 2532 W. Pico Blvd., by the first of April, according to Bill Abel.

Jack Simon, Sicking Distributing Co., recently went on an auto trip to Palm Springs, Riverside, San Bernardino and other wayside points, visiting a number of operators. Simon reports much interest in all types of new coin-operated games. There's a great market in the outlying communities, says Simon, waiting for all types of new equipment.

Walter Hedenberg, representative for Coast Record, is back in town after a very successful journey up the San Joaquin Valley and return by way of the Coast. Bill Abel says Coast records are now represented in every store of any consequence in the State of California. Chester Wiser has done a terrific job for Coast Record in Texas, according to Bill. Orders from the Lone Star State are in greater volume than ever before. Chester is now off for a jaunt through Oklahoma, Arkansas, Wyoming and Nevada.

Leonard Micon, Pacific Coast Distributors, reports considerable interest in the new H. C. Evans machines, with orders coming in at a nice clip. Leonard has installed the new Packard "Out of This World" speaker in his show room. The speaker is about 30" in diameter, glass enclosed and hung from the center of the ceiling. When coin is deposited in phonograph or wall box, the speaker revolves, throwing multi-colored lights over the ceiling. Promises to be a novel and effective play-promoter. Among the operators who recently have visited Len's show rooms are Ed Seaman of San Bernardino, Walter Keene of Taft, Tab Simonson of Bakersfield, George Joyce, Al Reese, and Jerry Gould.

Sandra Jean is the name of an 8 pound, 8 ounce bundle of loveliness which made her appearance at 8:30 a.m. on the 8th to warm the hearts of Mr. and Mrs. Jimmie Rutter. Rutter is happily passing out the stogies, so drop in at Operator's Service and get yours.

W. J. Farwell has purchased the remainder of the cigarette machines on the former routes of the Nickabob Sales Co. in Visalia.

Aubrey Stemler has taken over the space formerly occupied by DeLoss Osborn at 2323 W. Pico Blvd. Aubrey will handle used equipment—but he expects to make

an important announcement about an entirely new line within a short time.

E. C. McNeil is planning to have a model of the new National Vendors cigarette merchandiser on exhibition at the National Association of Tobacco Distributors convention to be held early in May in San Francisco. On the personal side, Mac recently sold his home in Leimert Park (at a nice profit, it says here) and has installed himself in a Hollywood apartment house.

The Paul A. Laymon establishment has been a mad house the past month with scads of operators in. Among the hundreds were: Mr. and Mrs. Art Sternall, La Mesa; Ralph Schaeffer, Bakersfield; O. C. Crossland, Phoenix; Claude Tomlinson, Farmersville; Jack Hull, Carl Collard, William Shorey, Stuart Metz and Eddie Seaman, San Bernardino; M. C. Stewart, Big Bear; Dick Sharpe, Santa Ana; Charles Bonney, Flagstaff; L. C. Spencer, El Paso; T. B. Rogers, Temple City; George Haslin, Whittier; W. B. Lucy, Santa Barbara; W. K. Volner, El Centro, and Jack Mehegan, Modesto.

Ken Brown, Coinmatic Distributors, made a plane trip east recently, calling on the home office of U-Need-A Vendors, Inc., Union City, N. J. While in the East, Ken made goodwill visits to the company's eastern distributors and checked up on a couple of lines. Word is that he expects soon to have a "startling announcement" to make. Stopping off at Chicago, Ken picked up his new 4-place Stinson, which he flew back to the Coast.

Speaking of flying, Ken intends to use the Stinson in his work. With about eight years experience in flying, he knows what he's about. Plans are to use the plane for emergency operator calls to Arizona and northern California.

Preston Jarrell is full of superlatives these days. Reason is the new U-Need-A "Monarch" cig vendor which is on display at Coinmatic Distributors. Says Preston: "The reception given this machine has been staggering. We expected a reasonable reception for the machine, but the success we are having with it surpasses all expectations."

Bill Leuenhagen tells us he has received some very fine compliments on the service he is operating for phonograph operators who have to go out of town. When oper-

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TURN PAGE

WE NOW HAVE ON DISPLAY NEW H. C. EVANS CONSOLE AND ARCADE MACHINES

**Packard Pla-Mor Wall Boxes and Parts
Four Different Type Speakers**

BALLY VICTORY SPECIAL.....\$589.50

BALLY VICTORY DERBY.....574.50

Immediate Delivery

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD.

Richmond 5527

LOS ANGELES 7, CALIF.

ators are away and a machine needs work the service call is referred to W. H. Leuenhagen & Co. and the service work is done in a minimum of time. Bill says it keeps him on the jump but he really feels that he is helping operators to get maximum plays out of their machines. Sidelight on Bill's efficient service is fact that he too has been able to get away from the city several times recently, traveling up to Paso Robles and thereabouts.

Roy Rigels has purchased the W. S. Patterson music route. Roy is new to the coin machine field, but is well known in other activities allied to the amusement business. He has been a champion wrestler for some time. H. M. DeGovia engineered the route deal.

Two new servicemen have been added to the Laymon staff to meet the present demands. They are Orville Sorenson and Ben Shupp.

Alex Koleopolus, Bakersfield, has been soliciting clothing for European relief agencies.

E. T. Mape arrived in Los Angeles a few days ago, having flown from Chicago where he attended the first showing of the new Challenger '47 automatic phonograph. Showing was at the general offices and showrooms of Challenger Industries.

Mr. and Mrs. Sheridan Thompson are the proud parents of a 5 pound 8 ounce baby girl, christened Sherry Antonia. Although married 12 years this is the first child for the Thompsons. Sheridan and his brothers, Bill and Gary, are out of the service and back operating in Long Beach.

J. R. Donaldson, former local operator, took time out from his operations in Salinas to visit with local coinmen. So did Guy Evans, Phoenix, who used to operate in Long Beach, and Russell Hooker, Phoenix, who used to operate in Los Angeles.

Fred Gaunt took a week off from his duties at General Music to take the missus to 29 Palms for a vacation with his brother, Shorty.

Charlie Robinson's beautiful doberman, Burgundy, has graduated from the 5 months training course in North Hollywood and is at home with Charlie.

Mr. and Mrs. Joe Richarme are on a two-months visit to Louisiana to visit old friends and old spots they frequented before coming West. Joe formerly operated the Long Beach Coin Machine Exchange.

Spotted on Coin Row the first part of the month were L. A. Barnes, Johnny Ketchersid, Homer Gillespie and George Landier, Long Beach; Mr. and Mrs. George Young, Selma; Charlie Peddicord, Anaheim; Roy Garrison, Phoenix; Jack Arnold, Barstow; Norman Glover, Bellflower; S. L. Griffin and Lloyd Barrett, Pomona, and Paul Sullivan, Oceanside.

Distributing would be a beautiful business if only the machines arrived from the factories in the desired quantities, relates Charlie Robinson, who is adding a few gray hairs trying to fill orders for the new Jennings slots.

Mr. and Mrs. Paul Laymon spent the March 15th weekend with friends who operate a turkey ranch near Lancaster and enjoyed plenty of fried turkey. Ever eat it? The Laymons say it's delicious.

Dick Wright, stepson of Aubrey Stemler, and veteran of Guadalcanal, Bouiganville and for over two years in the Air Force in the Philippines, is out of the service and engaged in 30-wire installations and service. At present he is working from his home at 2700 San Marino St.

Bill Happel spent the March 8th weekend in Palm Springs vacationing and booking orders from operators in the area.

Mollie Simon, former secretary to Curley

Robinson of AOLAC, has moved into C. A. Robinson & Co. and will act as secretary and manager for the Music Operators Association, as well as continuing her secretarial work.

Nick Carter planed out on March 17th to call upon Chicago manufacturers and arrange for added distribution.

We can't close this month's column without sharing Jack Gutshall's favorite joke with you. A mountaineer walked into the doctor's office and told the doctor that he wanted him to see what he could do about patching up his son-in-law's ear—saying, "I shot a hole in it yesterday." The doctor reprimanded him severely—the idea of shooting his son-in-law. The mountaineer replied: "Waal you see he wasn't my son-in-law yesterday."

San Francisco

Nothing could more decisively demonstrate the new confidence and vigor of the coin machine industry than the teeming activities taking place or scheduled to occur in the near future. The phenomena is observable in various ways, like new ventures, expansion of premises, augmented staffs, group meetings—but all adding up to the total: complete faith in the grand future of the industry.

The first Sunday of March Aireon electronic phonographs were introduced to the trade by Osborn Distributing Co. The showing was held at the Whitcomb Hotel. D. H. Osborn had intended to hold it at his own premises which is now being built for him but it was not ready in time. About 450 operators attended the gathering. Doc C. N. Kimball, Aireon vice president, in charge of all electronics, arrived for the occasion, and also W. E. Simmons, regional manager, G. Todd and Herb Klemme, Aireon factory service instructors.

Senator Ken Johnson, Nevada was a distinguished guest. R. W. Miller, head of R. W. Miller Distributing Co., Sacramento, and his son Ralph, helped to demonstrate the new Aireon models. R. W. Miller Distributing Co. will handle Aireon throughout the Sacramento Valley. Operators were much impressed by the pleasing tone quality, automatic volume control, and colorful, novel exterior of the new models. D. H. Osborn said: "Operators showed their approval in a very convincing way—by placing hundreds of orders."

M. A. Pollard, owner of M. A. Pollard Co., was happy to announce that his firm had been appointed exclusive distributor for Northern California, Oregon and Washington for the products of Compas Inc., and for H. C. Evans Co., for Northern California. Pollard said that Compas manufactures a complete line of parts for every type of phonograph and games at the lowest wholesale prices. He expects distribution to start on the 10th of April. Displayed at the Pollard showrooms are samples of the new 1946 Evans Bangtail and Galloping Dominoes for which orders are accepted. Deliveries will be made in rotated order. Pollard is also distributor for the entire West Coast of the Han-Dee Lift Truck which are available right now. Ready for delivery are Packard Pla-Mor boxes, Genco games, Chicago Coin games, and Goalee. Pollard stated his policy: "Every sale must be a happy sale. We guarantee complete satisfaction with each transaction."

M. S. Wolf Distributing Co. (formerly California Amusement Co.) is getting ready in a big way for the showing of the new AMI phonographs, which will be held in their own showrooms April 2 and 3. Walter A. Huber, sales manager, believes

(See SAN FRANCISCO, Page 94)

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FOR
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1946

AUTHORIZED DISTRIBUTOR
FOR

THE NEW

MILLS VEST POCKET BELLS

\$74.50

In California, Arizona and Nevada

DISTRIBUTOR FOR ALL LEADING
COIN MACHINE MANUFACTURERS

FULL LINE OF FILMS AND PARTS

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4 PROVEN HITS

Ready For Immediate Delivery!

A New Five-Ball Novelty Game ...

SURF QUEENS

This topnotch Bally Winner is destined to take its place alongside Bumper and some of the past Bally successes for it has everything that goes to make a money-making game. Plenty of new features plus new angles that will bring the slowest spots back to life in a hurry. Novelty or Replay quickly convertible. Come in and see this game today and get your order on the spindle.



VICTORY SPECIAL 1 OR 5-BALL REPLAY MULTIPLE

A One-Ball or Five-Ball Sensation. Both the "Special" and the "Derby" (below) feature Bally's new Finger-Touch Shuffle and new Slug-Rejector drop-type coin chute. Simply drop coins in cup-front chute . . . then a slight pressure on Shuffle starts the play.



VICTORY DERBY

Tried—proven—tested! Here is the first game Bally offered when production resumed. It has proven itself on every type of location test. A One-Ball Multiple Pay Table that gets—AND HOLDS—the play. Packed with all the profit-proved features of Bally's famous pre-war multiple games. NEW DAILY DOUBLE insures big repeat play.

UNDERSEA RAIDER

An upright game with the player firing sub guns in staged battles and enjoying all the thrills of firing under typical battle conditions. An unusual game with a special appeal for Arcade spots.

We invite you to visit our showrooms and see these Bally winners on display—as well as the sensational new
SEEBURG Model "146"
Automatic Phonograph

TIME PAYMENTS
ALL THREE OF THESE MACHINES ARE
AVAILABLE ON OUR UNUSUAL TIME PAY-
MENT FINANCIAL PLAN. NO WAITING, NO
RED TAPE. ASK FOR DETAILS.



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512 W. WASHINGTON ST.
Phone: 30163

DISTRIBUTORS FOR J. P. SEEBURG CORP. and BALLY MFG. CO.

SAN FRANCISCO (Continued from Page 92)

the new models will prove a revelation. He said: "Operators haven't seen anything until they see the new AMI phonographs with the many new ideas incorporated."

Nona Gates, office manager of M. S. Wolf Distributing Co., had a birthday anniversary on the 6th, and the whole staff conspired to give her a surprise party with birthday cake and all the trimmings.

Miss Gates will leave next month to take charge of office detail in the new Portland branch but expects to be here during the two-day showing of AMI.

According to Johnny Ruggiero, Jack R. Moore Co. manager, "THIS is the month. 'S' month!" If things shape up as they seem to be at present, it will be again a Seeburg "first." This time in deliveries. Johnny hopes to sample operators before the month is out. Distribution will start as soon as all established accounts can be sampled simultaneously.

Another "winner" is Surf Queen, Bally's new 5 ball novelty table which is creating a sensation among operators. Orders are pouring in so fast that Johnny is anchored to the telephone. (We have witnessed it in person). As deliveries are to be made in the sequence orders have been received, a careful tabulation is kept not only of the day but the hour and the minutes. Surf Queen has taken the trade by storm and operators are so anxious to have some that they not only clamor but pledge their good faith by substantial deposits. Deliveries will start by the middle of this month.

Fred Langan is a new-comer to Jack R. Moore Co., and to the coin machine industry. Just out of the Army, after 5 years of service, Fred was looking "for the right field for a young man," and found the answer in the coin machine industry. When we spoke to Fred he had been in it for only 5 days but was already convinced that he was just in the right spot. He said: "I'm very, very enthused about the products here. Jack Moore is a grand company to work for." While Fred did not have the scope of the industry, he had already evolved some pertinent observations. "There is so much elbow-room! It is a new industry and there is a chance for a young man to grow with it."

Clark Distributing Co., exclusive distributor for Wurlitzer on the West Coast, held a two-day meeting at the Sir Francis Drake Hotel for branch managers, representatives and factory representatives. E. R. Wurgler, general sales manager of Wurlitzer's North Tonawanda Division, was the star guest.

Other news conveyed by Kenneth W. Popkey, manager for Clark Distributing Co.: Don Clark is leaving for Honolulu on the 26th. A two-motored airplane has been acquired which will be used for speedy transportation between coastal branches. Needless to say that Don Clark will have more luxurious transportation to

Honolulu.

Golden Gate Novelty Co. has on display a new pinball machine designed by Harry Williams, Chicago, which is eliciting "very favorable comments from operators," according to Al Armos, jobber and distributor. Al's kid brother, Ed, has just returned after serving with the Medical Corps for three years, and is operating now his own phonograph route. Edward Heinle, formerly sales manager of Golden Gate Novelty Co., is now vacationing with his home folks after serving for 3 and a half years in the finance department of the air corps. He will soon rejoin Golden Gate Novelty Co.

Many distributors are commuting between here and Chicago in order to get the latest information. Lou Wolcher, owner of Advance Automatic Sales Co., recently returned from Chicago, and is preparing to leave again within the next few days. Hank Maser is in Chicago and will return toward the end of the month, when renovation of the building and installation of the assembly plant will get really under way, according to J. D. Cox, manager.

E. M. Dutton, head of Viking Specialty Co., Inc., stated that Northwestern vending machines are now being received in fair quantity and operators are very much pleased with the new equipment. There are more regular shipments of Phonetec, too. The shop is being remodeled and a new parts department is being built downstairs. T. F. Tower, Marysville operator dropped by and expressed his great satisfaction with Phonetec which is a recent venture for him. He has built his own studio and gives 24 hour service. Tower said that location owners are delighted with these measured music boxes, as for himself, he continued, "I think it's the best thing I've seen in a long time."

Nobro Novelty Co., owned by the Noto brothers Carl and Joe, prides itself that the personnel is composed one hundred per cent of war veterans. This is the line-up: Carl Noto served in the infantry, Joe in the air corps; Fred Nelson, manager, air corps; Leonard Rudnick, navy; Max ("Sonny") Maron, ordnance department, and Johnny Meckoff, ("the Count") army. The Noto brothers have extensive plans for the future when new equipment becomes plentiful. Here too the place is being modernized. There is a vast selection of reconditioned games. Joe called special attention to some Rapid Fires in excellent condition.

Exposition Games Company is doing a large business in its parts department, and in rebuilding machines in their shop, according to Johnny Wilson, owner.

We heard from Dick Parina that there will be an NAMA membership meeting on the 22nd, held at the Palace Hotel. Clint Darling, executive secretary of NAMA is expected here on the 18th, and he will stay over for the meeting. Dick is moving to his new location at 68 Page Street. Tony Parina will occupy the entire premises at 156 9th Street which formerly he shared with Dick.

H. G. Walters Co. has acquired the four story building at 1301 Sansome St. and expects to move there in about 60 days. The place is now being remodeled and a lot of new machinery has been ordered for the factory. H. G. Walters Co., is a large operator of bulk vending and candy vending machines. Under the name of Wright Popcorn and Nut Specialty Co., it is the manufacturer and distributor of many popcorn and nut confections.

The McCarty brothers, Peter and Paul, were visiting here from Ukiah, looking for equipment.

Frank Marty, owner of Acme Novelty Co., San Jose, was here, accompanied by

his technician Elliott Wiesinger. Marty announced that they just got through erecting a new building comprising show room, offices and shop. Wiesinger said: "Expansion of Acme Novelty Co. is progressing very satisfactorily. We have some very good locations lined up for the time when new merchandise arrives. Everybody wants something new."

Both Marty and Wiesinger are recent bachelors. Marty got married in December, Wiesinger in November.

The California Music Operators Association recently gave a lavish dinner-dance at the Claremont Hotel's Spanish Room, Berkeley. It was attended by almost five hundred people. The mayors of Oakland, Berkeley and Albany were present, the district attorney and several judges. There were about 70 grand door prizes donated by the various distributors and jobbers. Lou Wolcher, owner of Advance Automatic Sales Co., gave a brand new game; Johnny Ruggiero, in behalf of Jack R. Moore Co., contributed half a dozen pairs of gorgeous nylon stockings; Associates gave two electric Magna clocks. All the record companies gave a large assortment of record albums, and there were even two radios donated; and many other worthwhile items. George Miller, president, introduced Bill Varley, secretary-manager of the Associated Music Operators, Inc., giving him a very nice build-up, then delegated him to draw the lucky tickets for the prizes. There was a magnificent floor show, followed by a hilarious auction. There were so many activities that dancing didn't start until past midnight. The opinion is unanimous that this, the eleventh annual "Ladies Night" of the California Music Operators Association was a truly notable event. Clem Stetson was chairman of the entertainment committee.

Gisela Ney

Salt Lake City

The Rainbow Distributing Co. will be moving into spacious modernistic new quarters at 1475-77-79 South Main Street within a few weeks, it is announced by Manager R. L. Holt, the new building having been under construction for the past 5 months. This company has the H. C. Evans and Co. line; Victory Vendors; Exhibit; Chicago Coin; Jafco; Amusematics; Williams Mfg. Co.; Packard Manufacturing Corp.; Pace Manufacturing; Amusement Enterprises and the Compas, Inc., line of replacements.

E. W. Coombes of the Victor Ball Co. states that all of the G.I.'s seem to be going into the coin machine business, inasmuch as there are about 20 new operators in the past few weeks and it looks to him like the business might be over done. Most of the new companies are marble and music businesses. Coombes also states that equipment is coming in much more satisfactorily.

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Prompt Service • Reasonable Rates

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MAZDA QUALITY BULBS

Lamp No.	Base	Amps.	Box(10)	Per 100
40	Screw	0.15	55c	\$4.95
44	Bay	0.25	55c	4.95
46	Screw	0.25	55c	4.95
47	Bay	0.15	55c	4.95
50	Screw	1 C.P.	65c	5.50
51	Bay	1 C.P.	50c	3.85
55	Bay	2 C.P.	50c	3.85

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DISTRIBUTOR

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Tom Douglas, manager of the Yellowstone Specialty Co., is just back from Los Angeles, where he has been on a business and pleasure trip for the past month.

Flo Winewriter, formerly with Yellowstone Specialty has returned from Service and is planning on taking up some Government-schooling before returning into the business.

John Davies is also back after 2 years in France and Germany and has taken over charge of the City Service Department for the Yellowstone Specialty Co.

They are receiving some Mills equipment from the factory for delivery but the quantity is small, Douglas states, and the variety is not very great as yet; just 2 or three items, so far, but better delivery is expected within the next thirty days. However, they are now able to obtain any type of parts for Mills machines, that may be desired, which is a relief to say the least after such a time of scarcity. Tom Douglas leaves again within a few days for Los Angeles for a short stay.

Sid Stewart of Stewart Novelty Co., is on a combined vacation and business trip to Wyoming and Colorado, it is reported. This company is reported to have been burglarized recently, entrance having been gained through a balcony window. A heavy iron grill normally covers the window but it had been removed a few days previously by electricians making repairs. A safe in an office on the balcony had been tampered with but the prowlers were unable to open it. The door to the basement office was forced by a bar after the lock had been drilled out with a brace and bit. The thieves ransacked the office looting Manager Stewart's desk and forcing open a steel cash box containing \$771.82 in cash. Then they evidently returned to the main floor and broke into display cases, obtaining a good deal more loot.

B. E. Moran, manager of the local Rowe Cigarette Service Co., reports they have enjoyed a splendid winter and that cigarettes are coming in good now.

John Moser of the Heminway and Moser Co. has been recovering from a bad heart attack, at Palm Springs, California this winter, and is expected back home within

a few weeks now, well on the way to recovery. Sales Manager Fred Murphy is on a sales trip into Idaho currently.

Milo Nichansky, manager of the Canteen Service of Utah, reports that his brother Albert, recently returned from service over-seas, just married Florence Kunkel and the pair has left on a honeymoon to Seattle.

Gene Gale, returned Veteran from the Navy, and formerly with Canteen Service here, returned and is taking care of the Canteen service at the Naval Depot just out of Salt Lake. Milo Nichansky is leaving for a business trip to Los Angeles for a couple of weeks stay. He reports also that business has been very good excepting for the lack of merchandise.

Milo's son Dwayne was recently inducted into the Navy. He was in the shop here for the past two years, and Mr. and Mrs. Nichansky will visit him in San Diego during their trip to the Coast this month.

R. F. Vogt of the R. F. Vogt Distributing Co. is enthusiastic about the rush of business that appears certain when some of the new equipment arrives, which is supposed to be very new in idea; even sensational, in fact. Several blind orders have already been booked and as soon as samples are received it looks like tremendous business, according to Rudy.

Viola B. Hutton

Seattle

Two eras: a study in contrast. Ft. Lewis Reception Center, December 1942—The country was building the greatest war machine the world has ever known and from the moment a rookie stepped off the bus they didn't allow him to forget it for a moment. There was more snap around camp than in a pre-war elastic garter. At 4:30 or 5 A.M. a punk corporal who acted like God Almighty had ordained that he should be Master of Men hauled the rookie out of bed, and before the newcomer had a chance to completely awaken he was being rushed through a long brisk routine. Ft. Lewis was a beehive and the little privates buzzed or got stung.

Ft. Lewis Separation Center, February 1946—This is still the Army, all right, but not the same one. The discharger still hurried to wait but now he grinned because this was the last mile to freedom. The bustle was no more. Enlisted men compiled their points and length of service for the nth time, stared at the calendar with the same concentrated intensity that a woman surveys a mirror, and went about their chores with about as much enthusiasm as a prisoner-at-hard-labor assaults a granite rock. Rows of empty barracks attested more clearly than words that the "heat" was off. For the discharger, the irksome details had disappeared. The stiff military brush was now a soft mushy pulp. The saluting, the marching, the rigors of camp life—gone with the atom.

Even the Orientation Officer caught the spirit of changing times and unlaxed sufficiently to mix generous slices of humor with his talk. Example: the louie was talking about life insurance, and the cost of funerals and about the expense of a vault. "These vaults," he said, "are made to keep out worms and water. Which reminds me of the story of the two romantic worms. One of them said to the other: 'Let's make love in dead Ernest.' And again: 'I don't want you men to hold grudges against your first sergeant after you get out. I know a chap who was being processed for discharge, and his top kick said: 'I guess you dislike me so much you'd like to spit on my grave.' Said the discharger: 'Hell no. After I get out

I don't want to stand in line for anything.'"

* * *

From North, from South, from East, from West they came to Western Distributors—in time for the Aireon curtain raiser. Two color-spangled phonographs, flown from Kansas City, occupied the center of interest. While the new models tempted the order pad, succulent roast beef and ham tempted the appetite. A check-up of the guest book showed A. C. Carlson of Port Alexander, Alaska as the visitor farthest from home.

She said, "I do," and he said, "Me, too," and then they were pronounced man and wife. Decca's Marion Waham walked the fateful steps with Emil David on March 2.

Manufacture of Ken Shyver's multiple and multiphone music units are going at top speed, but it will require two and one-half years before production meets demand. Ken is not selling his new products but merely turning out enough to cover his spots. Scarcity of speakers and motors in the U.S.A. is not stopping the wily inventor, who is importing quantities of material from London.

Down from Victoria, B.C., Vic Little hi-spotted The Row in the hope of uncovering some pin tables and phonos.

The Better Business Bureau stepped in and called a halt to the sharpers who were dumping vending machines on unsuspecting veterans. The fraudsters advertised modern machines on location but after the contract was inked, the vet found they were neither on location nor modern, but a cheaply assembled variety that no one would want cluttering his basement.

Remember Mickey Hannon, the ex-pug who made good in Anacortes? Mickey is now guiding light for Hannon Distributing Co. of Los Angeles and blankets the Sun State for Gay Games, Inc.

After more than three years in the Army, Ron Pepple and Northwest Sales are picking up lost ground—but swiftly. Two sure-fire lines—Hart Novelty's Master and Junior Changers, and Mills Novelty—have catapulted volume into pay proportions. Omar "Putt" Kincaid, an ex-Marine is traveling Washington, Idaho and Montana for the firm.

To break the monotony of his face and to filter pure air into the recesses of his mouth, Bob Walker has been growing four-day mustaches.

Discovered: the reason for that drooly look on the faces of the phono ops when they pass Clark Distributing. The first carload of Wurlitzers has arrived, but to prevent imminent outbreak of civil war, E. J. Horiskey is leaving the first shipment untouched until such time as enough machines arrive to allocate the boys more than 1/10th of a unit each.

If you hear anyone around Puget Sound Novelty say, "By George," it is not an exclamation but the credit line for another coin chute built by Ancel George, the new shopman. Ancel hails from Stockton, Calif. where he sheet-metal-worked for Fraser Furnace Co.

Vern Preston merely smiles wryly when someone advocates putting his best foot forward. Neuritis, an aftermath of the flu, settled in Vern's left foot when he took off for Kansas City. On returning, the pain switched to his right foot. Now he has to think twice to decide which Size 11 is the best one to put forward.

All candy ops still puzzled as to what happened to a little item known as stock are requested to see the new OPA film release "What's Happened to Sugar." In a couple of years there will probably be a sequel titled, "What's happened to the

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It's Terrific! BIG TIME

by Exhibit

BIG TIME—
In Earning Power

BIG TIME—
In Player Appeal

BIG TIME—
In Location Longevity

BIG TIME—
Every Way You Look
At This Novelty Game!

Come In Today!

SEE

PAUL A. LAYMON

DISTRIBUTOR

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OPA."

The first half of the Nelson-Michael operating team vacationed with family in California on a pleasure pastime, but after all these years of equipment shortages, V.A. just couldn't help sneaking in a few side-looks at the big game centers.

Kaiser, Chrysler, Ford and the rest of the auto men can relax now because the Third Avenue motor rebuild shop purchased by Bill Wolf isn't going to be a car-production plant but merely the new office for AMI in Seattle. The shop will undergo a thorough rebuilding so the "Phonograph for '46" can be properly housed.

The smile is back on Phil Shelly's red-nosed face and the gags that made him the waggiest of Coin Row's wags are starting to pop out again now that the missus is winning total victory over infantile paralysis which struck last September.

"Three Alarm" Alsdorf jaunted through the Pacific Northwest on a combination buying and selling trip but it turned out to be all selling and no buying. "I took orders for plenty of parts," said Puget Sound's assistant manager, "but when it came to lining up Jockeys, Turf Kings, and Club Trophys, cash-on-the-line didn't mean a thing."

Louis Karnofsky

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Fort Worth

Fort Worth Operators are benefiting from a fast moving building boom which has gotten under way to beat the anticipated government regulations on building. Many of the best local and suburban coin machine locations are either remodeling or rebuilding.

Rebuilding and remodeling of equipment is still the chief concern of Fort Worth operators. With practically no new merchandise reaching the local coin machine market, every piece of available used equipment is being rebuilt and put on location.

Coin machine business which was slightly off, took a nice upward trend during the recent Fat Stock Show. The "Out Where The West Begins" Rodeo attracted hundreds of thousands of visitors to the city during the Southwestern Exposition and Fat Stock Show, March 8 to 17. Cafes and dine and dance spots did a tremendous business and all amusement devices came in for a good share of visiting crowds' amusement money. Music machines did a tremendous business during the ten day Fat Stock Show.

During the month of February, marble tables receipts topped the list for local operators with phonographs running a close second. With Spring just around the corner, operators say they can look forward to an excellent out-door season.

Bob Martin, one of the old time operators here, has re-entered the coin machine business for himself. He has just been released from service in the U. S. army.

Jack Greenlee, a recent Navy dischargee, is now associated with Panther Distributing Co.

Clarence Cleer's new building which is to house the Cleer Music Co. at 1112 East Lancaster Ave. will be ready for occupancy April first. The new brick and tile building will give Cleer Music Co. more than twice their former office and warehouse space. The firm's present building will be converted into a modern repair shop and stock room. Friend Cleer says he is adding a new line of leather novelties and dolls which his firm will distribute in the Ft. Worth territory.

H. H. Hightower and his son Les Hightower were among the delegation of Fort Worth operators who attended the all day showing of Aireon phonographs by American Distributing Co. in Dallas. Other coin machine personnel attending the showing were Mr. and Mrs. Henry Hoosier, Vincent Lopez, H. M. Snow and Drew Oshurn.

According to Jack Mahoney, Panther Distributing Co.'s best selling record last month was Lucky Millinder's Darling. Another recording that was a top flight favorite was Bing Crosby's singing of McNamara's Band. Finding plenty of favor with music lovers was Stan Kenton's Shoo Fly Pie. Other recordings that gathered in lots of nickels were Let It Snow, Let It Snow with Woody Herman in the groove, Gene Autrey's singing of Silver Spurs, and A Door Will Open by Tommy Dorsey.

Frank W. Wood

Denver

The Blackwell Distributing Co. has had its showing of the new Aireon Electronic Phonograph at the company's showrooms.

The Aireon Electric Phonograph was enthusiastically received by operators in the Rocky Mountain Region and especially well received was the exclusive "Distortion Discriminator" which provides for automatic volume control under any and all conditions.

Honored guests were R. R. "Rudy" Greenbaum, Aireon's Vice-President and Sales Manager; C. D. Kemp, District Sales Manager; M. K. Howk, and John McNeal, Regional Service Instructors.

A banquet was given to the operators and their families at the Brown Palace Hotel which was enjoyed by all present. The principal speaker of the evening was Greenbaum who delivered a timely and pertinent speech covering the hopes and aims of Aireon and pledged whole-hearted co-operation with the operators in the region.

The Blackwell Distributing Co.'s show rooms had been remodeled and redecorated, carrying out the Aireon color scheme of blue and gold. The stage effect with blue curtains as a background for the colorful machines was most artistic and effective. The comfortable seats scattered about the large show room afforded opportunity for operators to be relaxed and at ease during the showing of the machines.

A. A. Roberts, Wolf Sales Co., is in Salt Lake City opening up the company's new offices in that city.

A. C. Roberts, recently returned from service in the Army is now back in the company, but has had to undergo a tonsillectomy. He is planning, however, to leave next week for Salt Lake City, Phoenix, and El Paso where he will assist his brother

A. A. Roberts in getting the new branches off to a good start.

Managers of the new offices are all on the job and now ready to go as the new branches are completed. C. K. Dart, manager at Salt Lake City, will be ably assisted by Jean Morton, assistant manager, and by Hugh H. Darnell, service manager.

Manager Dart and also managers J. C. Confer of Phoenix, Ariz., and J. E. Briggs at El Paso, Texas, report that everybody is anxious for the new Wurlitzers to be delivered to them. There are a lot of new places opening up and operators are very impatient to get going in their new locations.

Harry Bowes, of the Century Music Co., affiliate of Wolf Sales Co., is in Phoenix for a week, on business. After he returns he is planning to take life easier in the future. This he will be able to do since his new manager has taken over his duties in the Denver office. The new manager comes from the rank and file in this business, from the bottom up.

Pete Boody was a visitor in the office last week. Other visitors from out of town were John Pricco from Trinidad, Colo., Mr. Hubert from Del Norte, Colo., and Mr. King from Torrington, Wyo.

John Brannery, of the Wyoming Novelty Co., Casper, Wyo., passed away last week at the age of 46 years. He was one of the leading operators in that vicinity. Since the death of his son, Lieut. John Brannery, Jr., bombardier on a heavy bomber, who was killed over Formosa last summer, it seemed that Brannery would not fight for recovery. His wife and two children survive. Mrs. Brannery will continue the business.

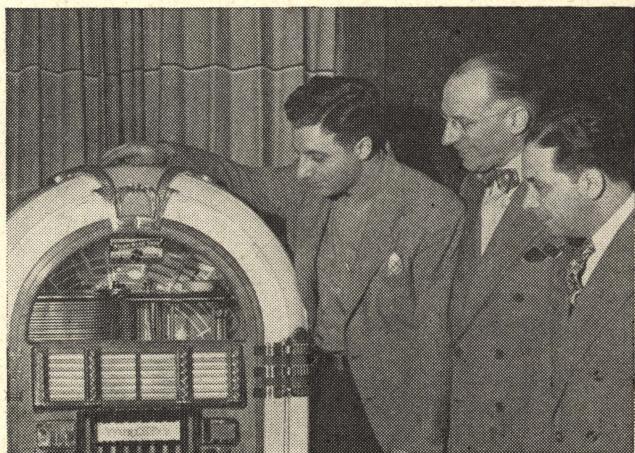
Wolf Reiwitz, founder of the Wolf Sales Co., is planning to retire from active business. His sons are permanently in the office now and quite capable of relieving him of the responsibilities of carrying on the business to which he had devoted many constructive years.

Reiwitz says that he has already made preparations for a good rest and for plenty of recreation. He has bought a 30-foot cabin cruiser which has been unloaded in San Francisco, ready for use. When he retires next summer, he will go to San Francisco, where his daughter resides, and expects to spend his time fishing and cruising around the adjacent waters.

Gibson Bradshaw has recently purchased the building which he has occupied for almost 10 years. This coming fall he intends to celebrate his 10 year's occupancy of his present location.

As soon as labor and materials are available Bradshaw is planning to do extensive remodeling of the building. He said it had been his intention to build a new store,

Left to right: Frank Padula, owner of the Melody Music Shop, Chicago; Jack Nelson and Victor Piro, owner of the 1424 Club, listening to the first 1946 Wurlitzer on location in Chicago, being played with one of Jack Nelson's Double-Point Needles. Padula, incidentally, bought 200 new Wurlitzers on their franchise deal.



but because of the difficulty in obtaining materials and labor, he is putting it off for two or three years. At the present time the machines go out about as fast as they come in, so do not require such an extensive sales room. Bradshaw has been behind on deliveries because the demand for machines has been so great that he has been unable to fill all the orders.

Bradshaw said that for the next two years it was his intention to have a great majority of shipments go direct from the factory to destination, thus saving delay in delivery as well as keeping down overhead expense which is absolutely necessary in order to sell to operators on as small a margin as possible.

He is still short of help and is kept extremely busy laying out territory and looking after details, but expects to get caught up this summer or early fall. He is planning to have more help in the near future as some of his former employees will soon be out of the Army. His brother-in-law, Sergeant N. O. Nippert, formerly connected with the Board of Patrols, expects to join his force soon. Sgt. Nippert speaks Spanish fluently, as well as English, and Bradshaw feels that he will be an asset to the company.

Bradshaw said that a number of his old friends are coming back. "It's nice to see them. It begins to seem like old times—puts the war a little more in the background."

Operators from out of town who were recently in Denver and called at the Denver Distributing Co. were: W. C. Johnson of Rawlins, Wyo.; Henry Chipp, his wife and son, from Rock Springs, Wyo.—Chipp runs the Chipp Music Co. there, and R. R. Reeve of Pueblo, Colo.

Art Hopkins, an old-time Mills operator, is back from the armed service and intends to go back into business for himself as soon as he can get equipment.

Frances Conrey

Mississippi

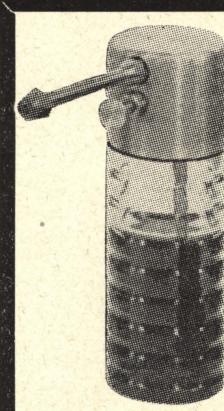
Good business will get better for coin machine operators of Natchez and this area. Newest industry to come here is Johns-Manville Corporation's insulating board factory that will employ nearly a thousand people and provide a ready cash market for pulpwood in Southwest Mississippi.

It has also been Garden Pilgrimage time again and thousands of tourists have been helping coin machine operators during the past few weeks. After four years packed in mothballs or hanging in attics like ghosts of happier days, hoopskirts and bodices came forth for the festival which attracted many. It was not held during the war. Oil booming and industrially conscious Natchez has doubled in population during the war years and hotels have been taxed to capacity. However, private homes were made available during the Pilgrimage to the old homes, which proved successful and aided local operators no end.

One of the largest transactions in recent months was the sale of the locations of Powell Kaiser, Ben Goss and Robert A. Graham located at Vidalia, La., to James D. Cross. Operation consists mostly of slot machines and audiophones. Consideration was not revealed.

Operator Wilkes B. Harmon of New Orleans, was a recent visitor here and was a guest of the writer, Lee B. Chisholm and other local operators. Harmon recently returned from a tour of duty with the Army Air Forces in the CBI theater of operations.

Lester S. Cook, well known service man, has opened his own shop and reports



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Badger Sales Co.

1612 W. PICO BLVD.
LOS ANGELES, CAL.

Badger Novelty Co.

2546 N. 30th ST.
MILWAUKEE, WIS.

that business is plenty rushing these days.

Thomas Alexander, ex-repair and service man, is still in the Navy and is stationed at Corpus Christi. He was here recently to visit with members of his family. Tom expects to get out in a few weeks and return to his operations here, in Louisiana and Texas.

Newest addition to the firm of Ewing and Co., is John Littlejohn. He is assisting Don Llynor and George Wilson.

A recent visitor was Ed. L. Schrader of the Schrader Co., Vicksburg. He reports business in the Hill City is the best in years and there are many new locations in his area.

Thornton S. Smith, son of operator R. E. "Ned" Smith has re-entered Louisiana State University at Baton Rouge after receiving his discharge from the service recently.

Also entering LSU this semester is Jerry Larkin, son of operator John Larkin of Natchez and Memphis, Tenn., and a recently discharged GI.

A. B. "Buddy" Chisum of Sicily Island, La., was a business visitor here recently. He is a well known Louisiana operator and has a number of locations in that state.

The Natchez Music Co. has moved to new quarters on Franklin St. J. W. Calloway, the owner, who makes his home in Cotton Valley, La., was here recently on a visit with his manager, J. T. Witt and service man, John Williams.

Major Charles D. Beard of Vidalia is back after serving more than three years overseas and plans to resume his Louisiana

operations.

Jimmy Caire is back after a visit to Jackson, where he went to make a purchase of new parts and coin machines for his business.

Harold M. Case

Coca-Cola Net Lower

NEW YORK—Coca-Cola Co. reported net earnings for 1945 of \$23,324,729, equal to \$5.67 a common share, compared with \$23,221,445, or \$5.72 a share, in 1944. Co. also declared the regular quarterly dividend of 75 cents a share on common, payable April 1, record March 14.

No More Lucky Green

NEW YORK—Lucky Strike "green" which went to war with such horrific fanfare and publicity a few years back, won't be back on the package of the American Tobacco Co.'s leading cigarette, according to rumors in cigarette circles. It seems the company has discovered that the green color did not appeal to women smokers.

* * *

A family with a summer cottage in a wild region of Wisconsin bought blueberries from an Indian each summer for several years at 50 cents a pail. Last year he raised the price to one dollar.

"Why," the lady asked.

"Big war on some place," the Indian replied.

* * *

She: Can you play in the key of A flat?

He: Give me the right key, baby, and I'll play in any flat!

COIN
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1946

125

Advertisers Are Represented in This Issue of The Review... More Than in All the Other Monthlies Combined. Why? Results Count!

That's the Answer

I sella da feesh, I sella da crab,

I'm notta so good, and I'm notta so bad,

I levee in da shak ver da sea gull he screech,

I'm Tony Paroni—a sonna da beach.

I guess maybe you teenk I'm purty beeg fool,

Cause I never go to Canadian school.

An' don't know so good, da Canadian speech,

I'm just Tony da dago—a sonna da beach.

Dey say to me "Tony, what for you stay here?

You make more mon if you sella da beer."

I say I don't car if I nevar be reech.

I rather just be—a sonna da beach.

Lasta week I hear two teller talk on da san'.

Of a tella called Hitler a beeg crazy man.

I don't hear so good what dey say in da

speech,

But it sound like he too is a sonna da beach.

Now I don't teenk dey mean he be a tella like me,

Cause he don't leev here on the beach by the sea.

So I don't understand maybe him an me each,

Be two different kind of a sonna da beach.

Well I'm just Tony da dago and damn glad

I am,

I'm glad I'm not wot you call dictator man.

Cause some day wen I die and heaven I

reach,

Dey will say "Come in Tony you old sonna

da beach."

RED HOT NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRIZE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES: A much brighter picture presents itself this month. Strikes have delayed the recovery schedule by three months or more and those in the know claim it will take until June to get total production up to the level where it would have been NOW if there hadn't been the wave of strikes. The settlement of the General Electric strike put 100,000 employees back to work on motors needed for the completion of Coin Machine equipment. Fractional motors have been one of the bottlenecks slowing up production of new machines. Government is now offering priority assistance to manufacturers of such equipment and this should step up production of new motors which will, in turn, help production of new machines. Wood is still a critical item and equipment using a great amount of wood may be slowed up for two or three more months. All steel equipment has best chances in the next few weeks. This favors slots, vendors, candy, cigarette and beverage machines where a minimum of wood is required.

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1946

PHONOGRAPHS: Recent showings of Aireon, Rock-Ola and Challenge reveal new designs and price structures. All have had good acceptance and Rock-Ola, so far, has the edge on price with a superlative instrument priced considerably under competition. There are still TWO other manufacturers to be heard from who have boasted of a new low price for their entries in the Phonograph Derby, so place your bets accordingly. As we indicated last month, it isn't a job of selling in '46, it's a job of supplying, and it seems reasonable to believe the manufacturers will follow the same practice as the automotive manufacturers and continue present models through 1947, for not one of them will be able to fill all orders on hand. To introduce a new model would be folly under such a favorable (to the manufacturer) situation (and certainly beneficial to the operator).

VENDING: The Industry is filled with rumors of almost every kind of vending device you can imagine. Hot Dog Vendor is now on test spots in New York and other sandwich vendors to vend pre-packed sandwiches are on the way. A new popcorn vendor, a two-column affair to vend a plain popcorn ball and a caramel popcorn ball, is also in the works.

SERVICE MACHINES: Scales have been practically stymied by the lack of parts. Production is down to zero in all of the plants ordinarily supplying scales. A new Shoe Shine Vendor is on its way, plus a revival of several old service units heretofore tabled.

MEASURED MUSIC is a new contender for attention in the music field. Solotone and Personal Music are the first to make public announcements. It is rumored that Buckley, Challenge and others will invade this "Individual" music field.

USED EQUIPMENT is still in big demand. Jobbers and distributors will buy anything presented at a right price . . . for the flow of new equipment will be slow --- very, very slow.

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Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

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We specialize in repairing slot machines. Special attention given to clock and escapement troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: Citrus 2-2261. (TF-C)

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Vending Machines—All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

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Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

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We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

PRECISION REBUILT

5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (MAM-P)

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Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

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I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

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For sale: seven Shipman Triplex (latest model) brand new, \$40.00 each, FOB. Will sell separately. STOUT, 4960 Drexel, Chicago 15, Ill. (FMA-P)

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Many operators are now using Glass Marbles; can still supply, Barrel 50,000, \$54.50; keg 21,000, \$23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, \$9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

WANTED

Cigarette Vending Machines, all makes and sizes; also 5c selective Candy Vending Machines. FITZWATER VENDING MACHINE CO., 2508 Regan, Boise, Idaho. (A-P)

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Postage Stamp Vending Machine Folders—39c per thousand when ordered in multiples of twenty five thousand. THE TRANSWESTERN CO., 742 Market Street, Rm. 230, San Francisco, Calif. (MAM-P)

DEVIE DEVLET

Buyer of Used Records, now at 4621 East Ocean Boulevard, Long Beach, California. Wire or write—don't telephone. (MAM-P)

TAKE TIPS

120 Tickets to Book, bundles of five, bargain, \$17.00 per gross. G. E. LYNCH, Lynch Block, Oil City, Pa. (MAM-P)

WANTED

Some man with capital to go halves with Veteran on 5c and 1c slots, also vending machines and other amusement machines. I have car and can locate around 500 good spots. Write DOWELL'S AMUSEMENT CO., Bloomfield, Kentucky. (MAM-P)

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WANT

Book-Match Vender, 1c, with glass covered dice-roll in top. W. C. STERLING, Steubenville, Ohio. (MAM-P)

STAMP VENDORS

5 machines, manufactured by Walzer Company, Minneapolis. Used but a short time. 5c sale. All 5 machines for \$32.50. 4000 stamp folders included free. Original cost, \$12.50 each. J. M. McWILLIAMS, 697 Arlington Ave., Berkeley, California. (A-P)

FOR SALE

Two Bally Alleys, need some work, and 15 Seeburg Select-O-Matic Wall Boxes, \$175.00 takes all, one-third deposit, balance on delivery. One Rock-Ola ToneColumn, \$75.00; Rock-Ola Commandos, \$575.00. ABC NOVELTY CO., 2509 S. Presa Street, San Antonio 4, Texas. (A-P)

FOR SALE

1 Circus Romance, brand new, \$189.50; 1 Circus Romance, on location 1 month, \$150; Mills Bell locks, \$2.00; Mills Safe Stands, \$15.00; American Eagles 5c, never been used, in storage since war, \$25.00 each. BOX 191, Rigby, Idaho. (A-P)

CHOCOLATES

Chests, dolls, bears, (Cameras: candid type, takes 16 pictures, \$2.39) Empty Cedar Chest, mirror in lid, \$1.85; Mirror Two-Tone Vanities, \$2.00 each, case lots of 6. Hollywood Cigarette Cases, Musical Chests, Dolls, Bears, Pushcards, Salesboards. Write for Catalog Department C, DELUXE SALES CO., Blue Earth, Minnesota. (A-C)

WANTED

Phono-Tel Wired Music Switchboard, complete with 20 turntables. Write WIRED MUSIC OPERATING CO., 433 S. Spring St., Los Angeles 13, Calif. (AMJ-P)

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Used Emerson Elec. Pop Corn Vender, needs some repair, \$30.00 f.o.b. Monterey. New and Used Shipman Stamp Venders, Hershey Bar Venders. GARDNER SALES CO., Box 84, Monterey, Calif. (AM-C)

COIN
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FOR
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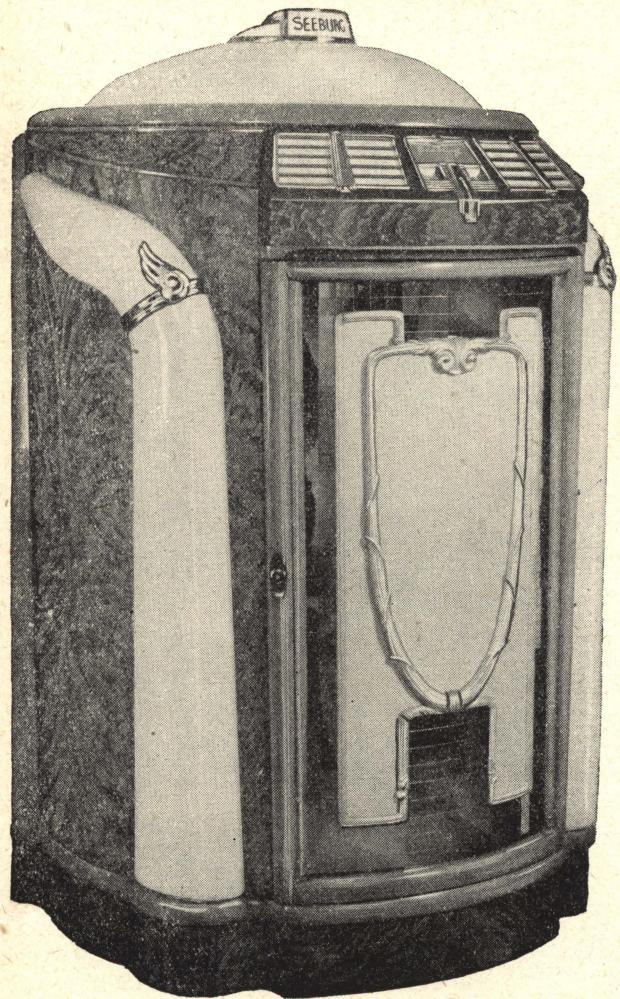
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May we give you a demonstration of the new Seeburg "146", the 1946 Wireless and 3-Wire Wallomatics, and the special Seeburg Speakers available in the Dependable Seeburg Music System?

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512 W. Washington St.

PHONE: 30163
•

R. S. (Bob) ANDERSON, Mgr.



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Millions of people will learn to look for the *Sign of the Musical Note* for Wurlitzer Music, "America's Favorite Nickel's Worth of Fun". Every location owner will want to tie his place of business into this program—will want a Wurlitzer Phonograph.

It's the greatest selling tool ever put into any Music Merchant's hands—will help Wurlitzer Factory-Approved Music Merchants get and hold the best locations.

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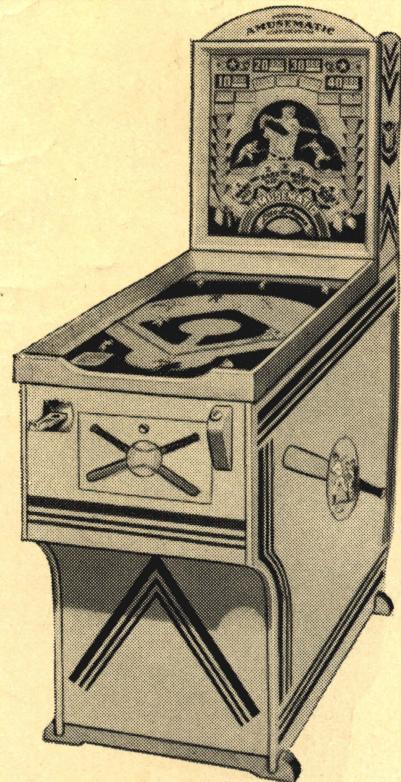
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